IMPRESSIONS of AMERICA

BY

ANDRÉ LAFOND

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Impressions of America

(IMPRESSIONS D'AMÉRIQUE)

BY

ANDRÉ LAFOND

Translated from the French
by Lawrence Riesner

Introductions by
Ralph Beaver Strassburger
and
Lucien Romier

1930

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André Lafond's IMPRESSIONS OF AMERICA *has been selected by a French jury headed by* ANDRÉ TARDIEU, *Prime Minister of France, as the most meritorious journalistic contribution in the year* 1928 *to Franco-American friendship. The other members of the jury were* ANDRÉ MAUROIS, *author of "Byron," "Disraeli," "Ariel" and many other books,* EMILE HENRIOT, *of "Le Temps,"* LEON BAILBY, *publisher of "L'Intransigeant,"* GEORGES LECHARTIER, *of "Le Journal des Débats,"* PAUL REBOUX, *of the "Paris-Soir," and* PIERRE MILLE, *well-known French author. The book was originally printed as a series of articles in "Le Journal de Rouen," of which the author is the publisher, and was reprinted in book form under the title* IMPRESSIONS D'AMERIQUE.

"La Fondation Ralph Beaver Strassburger," whose French Literary Prize was awarded to the author, has its headquarters in Paris. The Prize is awarded each year on May 6, *the anniversary of the conclusion of the alliance between France and the army of George Washington.*

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FOREWORD

SINCE the foundation of this Republic our relations with France have been, to say the least, very satisfactory. It is almost inconceivable that our two countries should ever go to war. What, then, is the justification of a literary prize, such as the one that has been awarded to the author of this volume, for the promotion of cordial relations between the United States and France?

The answer to this question is evident. The diplomacy of our days must be built on foundations stronger than the goodwill of a few government officials, specialists in foreign affairs. Under the old system before the war—even in parliamentary countries—the popular control of international relations was perfunctory, as the knowledge of these affairs was restricted to a certain class of people. With the growth of democratic ideas, however, the interest of the public has been aroused in the conduct of foreign affairs. They find that their affection for other countries is more abiding if it is based on the knowledge of their institutions.

Hundreds of thousands of our countrymen visit France every year,—a remarkable tribute to her alluring charms. The number of Frenchmen visiting our country is more limited, although their interest in the United States, I venture to say, is just as great. Our guests find the country so vast, its speed so breath-

taking, and its outlook on life so different from theirs that they have to limit their observations to certain problems. This concentration is often useful but, unfortunately, sometimes it distorts what could have become a more comprehensive view. The visitor is liable to condemn when conditions in this country differ materially from those in his native land. Often he sees us as the finished product and forgets that our country is still an experiment, a new approach to a new civilization. To us this civilization appears to have grown out of our common European heritage which, in turn, can be traced back to the common Asiatic ancestry of the Western world. We believe that our emphasis on material welfare will help in transforming the spiritual structure of man, making him better and wiser. We may be wrong. The old standards of progress may still be in operation and we may have to pay the penalty for our experiments. Yet we must make it understood that all this striving and aspiring, all this mechanical efficiency and seemingly over-materialized life mean much more to us than mere desire for wealth. Wealth is necessary only as a means of building up a community ruled by economic justice, a community in which the amenities and beauties of life are the birthright of every one, instead of being the privilege of a few.

The jury headed by André Tardieu has awarded "Le Prix Strassburger" to André Lafond because, as I believe, he has so fully realized the potentialities of his task. He speaks to his fellow-countrymen in an informal tête-à-tête, conscious of the differences

in the two cultures and yet sympathetic to us, instinct with the grandiosity of our undertaking. Even his observations of things with which we are familiar are invested with the charm peculiar to first contacts.

That the selection of the jury expressed the view of most Frenchmen is attested by the comments of the press. "Le Temps" summed up the general opinion from the French point of view in these words: "This remarkable study is written with elegance, precision and humor by a writer of vision and discrimination. It is noteworthy for its power of observation, comprehension and sympathetic attitude toward the United States. It is an extremely useful contribution to our knowledge of the problems of the two countries." May I suggest that such a reception augurs well for the further success of the Prize.

RALPH BEAVER STRASSBURGER.

INTRODUCTION

WHEN, upon my return from the United States, I began the publication of my forty-two articles in the "Journal de Rouen" (a newspaper circulating principally in the provinces of Normandy), I prefaced the first article with the following note:

> "When I left for the United States, I had my mind made up to write nothing upon my return. In the year 1928 to pose as a discoverer of the great Republic on the other side of the Atlantic, would be ridiculous indeed.
>
> "But during the time I spent in America, I had to change my view.
>
> "If by relating my impressions and reporting various incidents which came under my observation I can contribute to a better understanding of America by my countrymen, I shall have performed a duty which I feel now I have no right to shirk."

When my eminent colleague and friend, Mr. Lucien Romier, suggested that I publish in book-form the articles which I had written day by day, I at first declined. He insisted, and I promised to follow his suggestion under the condition that he writes the preface.

He has kept his word, and I am keeping mine. I am happy to offer to my readers, together with my Impressions, several choice pages from the author of

"The Interpretation of our Times," and "The New Man," for whom, as everyone knows, the United States holds no secrets.

A. L.

PREFACE

I HAVE not the pleasure of living in Normandy, but I often read "Le Journal de Rouen." The editorials are sound, the reports of the parliamentary proceedings instructive and the local news well written.

One day, opening an issue of "Le Journal de Rouen," I noticed the headline "Impressions of America." The United States again!... I read hastily the first few paragraphs, my interest was aroused and I continued to read. The author displayed a keen sense of observation, a rare talent, his statements were accurate, which is even more rare, and his style was delightful.

"André Lafond, you are a born traveller."

André Lafond blushed. I insisted: "You must leave soon and give us more of your impressions."

* * *

It is neccessary from time to time to rediscover the United States. You may think that I am trying to be humorous, but I am not. The continued rediscovery of the United States is nothing more than a periodical recital of its incessant changes.

During the sixteenth and seventeenth centuries America's exoticism was born and prevailed for a long time. It inspired the imagination of Châteaubriand, made richer the translations by Fenimore Cooper. It disappeared for a time to reappear in our

age in the works of novelists. The first epidemic of Americanitis was caused by the stories of missionaries and trappers: we are not yet entirely cured of it. Then a new America appeared, taking our hearts by storm and captivating our senses, colonial America fighting for independence, the America which gave the world Benjamin Franklin and inspired our own La Fayette. It is this America which has been given so much prominence in school-books. Tocqueville appeared, and his conception of American democracy was considered at that time as a just and accurate interpretation and, in the judgment of the older generation, it remains today as accurate as ever. We neglected our own politics to follow the events of the war of secession and long before Paul Morand we had become familiar with the American negro. But our feeling of pity for the negroes was of short duration, for the gold rush in California began and our people were searching the family records to see if we hadn't an American uncle. This hope was too fascinating and our fathers clung to it piously until the beginning of the twentieth century, that is, until the time when the United States had no longer need of borrowing money from Europe. For during the time that everyone was hoping to inherit from his uncle in America, the aforesaid uncle was building his factories and railroads with the money borrowed from his nephew.

* * *

Since the world war we want once more to rediscover America. This is easy to explain. The uncle,

a borrower full of promise, had become a creditor, full of demands. We were curious to study at close range the reasons for this change. We were prepared to find an old miser and we found a civilization.

Like many others, wishing to see for myself, I left for the United States, after having read many books about the country, listened to many descriptions, received a great deal of advice and heard myself condemned to death from boredom or from the effects of the unspeakable cooking. Only one friend urged me to seek adventure. He is an old poet, an inhabitant of a city on the Mediterranean, who has probably never left that part of the world. He said to me: "I know nothing of the United States and I hate the Anglo-Saxons. Judging from the Americans who come here, I am of the opinion that there must be some very pretty girls over there. Pretty girls are not made of air. There exists no doubt in that country a secret of force, health and good disposition which is revealed to us neither in their president's speeches nor in the clauses of the Mellon-Bérenger agreement!"

Oh, New York, can you ever forgive me? I had scarcely left the boat when I was seized with a desire to take the next boat back. I left you hurriedly for Boston where, at least, the majority of the taxicab drivers are not former inhabitants of Galicia or Bessarabia. From there, not wanting to visit Chicago, whose literature is decadent and whose negroes are self-assertive, I went to Washington. Not until I

reached Carolina, did I begin to feel that I was in a young country.

How can one forget the enchantment of Florida and Louisiana, the ranches and oil-fields of Texas, the plains of Colorado, where the sun burns like a red-hot iron and where armies of cow-boys build roads in a day. How can one forget Southern California's snow-capped mountains surrounded by endless green fields, its moving-pictures, its mourning for Rudolph Valentino and its housing crisis; Northern California, where the most prominent bankers are Savoyards and the most conscientious farmers are Japanese. How can one forget Oregon and Idaho, where roses bloom and cigarettes are prohibited. Or Portland and Seattle, which for twenty years have vied with each other to increase their population. One cannot forget the lakes of the Cascades and Rocky Mountains, in which, Gobineau says, naked Norwegian girls used to bathe. One cannot forget the unending line of wheat-fields, or the odor of the forests of Canada.

Ah, the old American uncle has selected a good place to live in! His European nephews could wish for no better.

The European, full of conceit, believes that everybody is looking at him. The people of the United States are too interested in their stocks. In a barber-shop in Minneapolis I saw a large black-board hung up above the mirrors, and several boys, with a receiving apparatus fastened over their ears, inscribed the quo-

tations from New York, Chicago, London, and, now and then, from Paris. At the University of X., a student was asked where Gibraltar is, and he replied, "Near Bagdad."

Gibraltar is not quoted on the stock exchange.

* * *

The United States, younger than ever, is rich in optimism, dollars, and courage. You hypnotize us, you force us to pay our debts. You have not finished changing, for the love of change is in your blood!

In a few years America will be discovered. Swift airplanes will invite us to study your transformation. What will you be then?

Today the United States leads the world in production, wealth, comfort and business organization. What will happen tomorrow? Life does not stand still and no one can foresee which of the two germs, healthy or unhealthy, will be more numerous and destroy the other.

LUCIEN ROMIER.

CHAPTER I

THE FIRST CONTACT

UPON taking possession of my cabin on the "Ile-de-France," I found on a small table a paper with a long list of questions, to be filled in and given to the cabin steward immediately after the departure of the boat. I replied to the thirty-six questions and came finally to the line in which "I declare to have replied truthfully to the questions which were put to me in my mother-tongue." I affixed my signature.

I re-read the list of question. The following are a few of those to which I had replied: "What is your family name, Christian name, sex, nationality, race?" "Are you deformed, crippled?" "What is the state of your health?" "Have you been deported since less than a year?" "Have you ever been in prison?" "Are you a polygamist?" "Are you an anarchist?" "Are you capable of acts of violence against the government?"

A note in bold face type on the bottom of the sheet attracted my attention: "If it is discovered upon the arrival of the immigrant to the United States" the note said, "that he has not truthfully replied to the questions enumerated above, he will be immediately deported. The immigrant may be required to swear under oath to the truthfulness of his replies before the commissioner of immigration on his arrival at the port of debarkation and a false statement under oath by an immigrant makes him liable to fine or imprisonment."

When at six o'clock in the morning the "Ile-de-France" was steaming into New York harbor she was stopped in sight of the Statue of Liberty, and remained in quarantine for four hours for medical and immigration inspection. The secretary of labor, who was among the passengers, was not permitted to leave the boat before the others and it was eleven o'clock before everyone was put ashore at the docks of the French Line.

During a luncheon which we gave a few days later at Washington in honor of Dr. Klein, the right-hand man of Mr. Hoover in the Department of Commerce, and Mr. White, of the State Department, I expressed my surprise at the number of questions one has to answer before being admitted to the United States.

"Are not certain of these questions unnecessary?" I suggested. "Do you imagine that a pas-

senger will declare that he is an anarchist or that he is hostile to the Government?"

"As you know," Mr. White replied, "America is known as the country of freedom. You are permitted to think as you choose, but you are pursued for making a false statement under oath. Do you understand now how these question safeguard the interests of the country?"

An immigrant, stirring up agitation against the Government, is deported from the United States, not because of his ideas, but because of the fact that on his arrival he had committed perjury. You are free to think as you like in reference to this procedure. These questions exist to protect the health, morals, and government of America. Are we, in France, sufficiently severe with those who desire to enter our country?

CHAPTER II

THE CROSSING—THE CUSTOMS

During the six days required to make the crossing from Havre to New York the passenger is not for one moment isolated from the rest of the world.

Each morning the boat newspaper, "The Atlantic," containing the latest news, is sent to your cabin. In possibly three lines you are acquainted with the fact that the French government has been overthrown and in hundreds of lines that the Giants have defeated the Red Sox.

The day before our arrival, all liquor must be placed under lock and key before midnight, for when the boat enters the territorial waters of the United States the restaurants and bars must be "dry." The captain of the vessel sees to it that this order is carried out and that an inventory is taken of the liquor on board, which is handed to the prohibition officials when they come aboard.

The filling-in of the customs forms is a com-

plicated matter. Only personal objects, and clothes which have already been worn are free of duty. All new articles must be declared together with their estimated value. The duty, which is quite high, is based upon these estimates.

An American who has purchased a few dresses at a store on the Rue de la Paix or some "lingerie de Paris" for his wife, must pay sixty percent of their value and if the dresses are trimmed with lace the duty is still higher. In order to further protect the domestic manufacturers and retailers, the number of dresses and coats which a woman can bring in as personal effects free of duty is severely limited.

CHAPTER III

THE ARRIVAL AT NEW YORK

When one has read the books of André Tardieu, or "Who Will Be The Master, Europe Or America?" by Lucien Romier, "The United States," published by Larousse, André Siegfried's remarkable, "America Comes of Age"; when one has had the good-fortune of talking during the trip, with Mr. Marcel Knecht, the distinguished general secretary of the "Matin," who had conducted the information office of the French press at New York, from 1915 to 1920, one is sufficiently prepared for his contact with the people and things of the new world.

These books and conversations, together with the moving-pictures, had prepared me for what was to come, and I was not astonished at the sight before me. When, in the morning, the enormous mass of New York rose out of the night fog, when the boat passed the huge buildings of Manhattan,

I was not surprised, nor crushed. The grandeur I had expected was confirmed.

And yet the view of Manhattan Island, seen from the mouth of the Hudson River, is one of the most impressive sights in the world.

I was with friends on the upper deck when the steamship steamed up the river majestically. I could not take my eyes away from the fairy-like city before me.

The "Macom," the steam-launch of the City of New York, sent to do honor to the representatives of the French press, escorted us, while a naval hydroplane circled around the "Ile-de-France." We entered into the whirlpool of ships in the harbor. There was a constant coming and going of tug-boats, of ferry-boats plying between Manhattan and New Jersey, of freight-boats and of passenger vessels. Even before we had touched land, we felt a strange agitation. With my elbows on the rail, I did not tire of watching the sight which grew more interesting every minute.

"Here come the newspaper-men!" announced our charming companion, Léon Rénier, head of the Havas Agency, whose intelligence, good humour, gaiety and comradeship are well-known among newspaper-men on two continents. Cameras were pointed at us and, in another moment, two cinema operators came forward.

"Call out your names, starting from the left," one of them commanded.

"Lafond, Knecht, Rénier."

Each operator spelled the names according to his own idea. We tried to correct their mistakes. The next day, the newspapers spelled our names in about as many different ways as it is possible to spell them.

The photographers left us and approached several well-known passengers: Mr. White, of the State Department, Mr. Martin, of the "Philadelphia Public Ledger" and "The Saturday Evening Post"; Georges Ricou, manager of the "Opéra-Comique," on his way to San Francisco; M. Lelouard, the artist, who was going to Hollywood, Mr. Lasky, Vice-President of the Paramount Film Company; Mr. Sarnoff, vice-president of the Radio Corporation of America; Ruth Draper, the actress; and the witty governor of Anticosti, an island at the mouth of the St. Lawrence River.

We were soon surrounded by a number of reporters, who asked the most unexpected questions:

"What do you think of the multilateral Treaty? Do you consider our sky-scrapers aesthetic? What are the effects of monetary stabilization in France? Do you consider Mr. Poincaré the greatest politician in the world? What is your opinion of the fashion for women to wear socks? Have you a plan for bringing peace to the world? What im-

pression have you of the American woman? . . . of the radio . . . short skirts . . . the negro question. . . . the problem of religion in the United States . . . and the progress the Catholics are making?"

The boat was in her berth and we went ashore. We were happy to have escaped from at least some of our interlocutors.

CHAPTER IV
PROHIBITION

Manoeuvring skilfully, aided by six tug-boats, three pushing the left side of her bow and three the right side of the aft, the "Ile-de-France" was switched to the left bank of the Hudson and into the docks of the French Line. We were received by the official reception committee of New York, the Consul-General of France, Mr. Mongendre, and several members of the French colony. Fast automobiles, escorted by two motorcycle-policemen, who kept blowing a siren, made a path for us through a sea of taxicabs, buses, and private cars. We arrived at our hotel, whose thirty-seven stories loomed gigantically over the trees of Central Park.

We moved into our apartments, which delighted us with their comfort and elegance. I had been in my room for five minutes, when the telephone rang.

"Hello! Yes. . . . I am M. Lafond. . . . What

did you say? . . . You saw my name on the list of passengers of 'Ile-de-France'? . . . quite true. . . I cannot hear you. Will you please repeat what you said? . . . If I wish to secure some port-wine, whiskey, champagne, or other liquors, you are at my disposition and your prices are moderate. Thanks! I am not in the market."

I hung up the receiver. The first telephone-call I received after arriving in a prohibitionist country came from an amiable "bootlegger!" I began to have my doubts regarding the dryness of the United States.

Immediately after lunch I made a few visits. Everywhere I heard the same thing: "I have several old bottles; won't you drink something. . . . What will you have: a cocktail, a glass of port-wine, or champagne?" Whether in an office or a drawing-room, bottle and glasses were brought from hidden cupboards and we had to have a drink. When I expressed my astonishment at the surprising results of prohibition a New Yorker remarked: "Wines and liquors are so expensive that it is a sign of great friendship to offer a drink. Before this law was passed, I never took a drink; today I am not so temperate. I have to drink in order to be considered a regular fellow."

Although no liquor is served at clubs, your host obliges you with a flask, which he takes from his pocket. It is warm whiskey, highly intoxicating,

and if you are not used to the stuff, you had better refuse it.

One evening a prominent man in American politics—whose name, naturally, I cannot give—invited us to dinner. He called for us at the hotel and took us to one of the best restaurants in New York. You will understand equally well that I cannot divulge the name of the restaurant. As he got off his car, his chauffeur handed him a heavy bundle. Clad in evening dress, with his package under his arm, he entered the dining-room, and put the package under the table. "On account of that silly law," he said: "I have to bring my champagne with me, the bottles are shaken about and the champagne is not cold. Prohibition would be all right if it protected the youth and the workers of the country from the scourge of alcoholism! But instead of that the poor devils drink horrible stuff for which they pay exorbitant prices. It's a disgrace. . . ."

In society, it is a great favor to pass on the address of an honest "bootlegger,"—who is able to furnish authentic liquor at a reasonable price.

Can, then, it be said that prohibition has achieved its aim? Perhaps it has borne fruit in certain parts of the United States, but not in the large cities and not in the country districts where it is comparatively easy to distill liquor in the homes. The principal effecct of this law has been to give to fer-

mented drinks and alcoholic beverages the flavor of forbidden fruit.

A serious campaign is being conducted to modify the prohibition law. Will it accomplish its purpose? I do not think so, for huge interests are now at stake in this fraudulent business. The dry Protestant ministers can count upon the full cooperation of the "bootleggers," and the "bootleggers" are legion.

CHAPTER V

FIRST GLIMPSE OF NEW YORK

In the cities of Europe the cathedrals, churches, and municipal buildings dominate the skyline. In New York, the apartment-houses and office-buildings are higher than the churches. Sain Patrick's Cathedral, is probably a hundred meters high and yet the skyscrapers hide it from view if one looks at it from a distance. Opposite Saint Patrick's Cathedral, a temple with a very high tower vainly tries to compete with buildings of twenty stories and higher. Hence the panorama of New York can be compared to that of no other city and the main thoroughfare of Manhattan Island resembles no other street in the world. For the European, the height of the buildings falsifies his idea of distance. One must walk a long time to reach a certain building which, at first sight, had seemed quite close.

The traffic is enormous throughout the city but

well controlled. By means of the geometrical arrangement of the streets, the traffic problem of New York has never been let out of hand, in spite of the large number of cars which fill the streets.

Because of the rectilineal construction of many cities of the United States, the problem of signalization at the crossings and that of regulating the traffic cannot be compared with the problems with which the large European cities have to contend. But if this problem has been so easily solved in the United States, it is due, we must not forget to the discipline of the people. The good humour displayed by everyone to obey the police regulations strikes you at once over there.

I was anxious, the very first day, to obtain an idea of the appearance of the streets and to get a glimpse of the people, and, to do this, I took a seat on the top of one of the buses. For several hours I traversed the principal streets of the city. Each one of my trips cost me ten cents, one-tenth of a dollar (2 fr. 50). The bus or subway, which costs 1 fr. 25 is not cheap for a Frenchman. But in comparison to the price charged by the taxicabs they are much more preferable for a citizen of a country with a depreciated currency.

Having lost my eye-glasses on board ship, I needed a new pair at once. I went to an optician, and he charged me seventeen dollars. I returned to the hotel and complained to my friends of the

exorbitant price. "You must count in dollars over here, old man," one of them replied," not in francs. You are no longer in France."

At lunch, the following noon, the person who had made the aforesaid reply appeared to be in a bad humour. "Are you not well?" I asked him.

"Oh yes, I had a corn on my foot and I visited the chiropodist. He scraped my toe with his scalpel; this took no more than a minute and a half, and charged me eight dollars. Think of that: two hundred francs for that! . . ."

"I thought that you told me not to count in francs? And besides, 'chiropodist' is worth more than a 'pedicure.' "

"You're right, we must forget about counting in francs. . . . It is true that the scoundrel called himself 'doctor,' and I must pay for that."

CHAPTER VI

THE COST OF LIVING

A FEW PRICES

On the second day of our stay in New York, as we were leaving our hotel, one of our party said: "Now let us understand one another: from now on we'll no longer count in francs but in dollars."

It was terribly hot, the thermometer registered 98° Fahrenheit, which corresponds to 36° or 37° Centigrade. The heavy, damp air made one suffer. Almost everyone was wearing a straw-hat; and we looked pitiful in our felt hats: "Let's buy a straw-hat!" We entered a hat store and selected an ordinary straw with an elastic band which fits the head tightly.

"Send our felt hats to our hotel. How much are the straw hats?"

"Seven dollars and fifty cents each."

We looked at one another but none of us betrayed his thoughts. We were no longer counting in francs.

As I passed in front of the windows of the stores, I noted the prices of ready-made clothing, of books, of underwear for men and women, and of articles employed in the course of everyday life. If my calculations are exact, the buying-power of the dollar in the large cities of the United States corresponds to that of about ten francs in France.

I had the good fortune of meeting quite often in New York, M. Ernest Vilgrain whom France remembers for the excellent services he rendered to the Inter-Allied Food Commission. He had just returned from a three months' trip, having visited the United States from the Atlantic to the Pacific, and a part of Canada. During his travels he saw and studied many things and he was able to give us valuable information about Los Angeles, San Francisco, Vancouver, the Rocky Mountains, the Middle West, Chicago and the Canadian regions bordering upon the Great Lakes.

When I asked him for his opinion about the cost of food in the United States, he replied: "The flour over here is of much better quality than in Europe, and the bread is less expensive than in France. The other articles of food cost more, but, in order to have an exact idea in the matter, you must determine the number of food calories necessary to nourish a man, based upon the kind of work which he performs, and then calculate the price which must be paid in each country for the food which

will furnish this number of calories. I have not made so profound a study, but judging from what I have seen and heard, I am of the opinion that, in general, the cost of living over there is much more expensive than here, and that, compared with the buying power of the franc in our country, the dollar cannot buy more in the United States than ten francs can buy in France."

To the problem of the cost of living are added the servant and housing questions.

A housemaid in New York earns fifty to sixty dollars per month and good servants are hard to find. In respect to lodgings, you can obtain a comfortable room with bath in a good hotel for six dollars a day, but do you know that an apartment in New York composed of an antechamber, kitchen, sitting-room which serves as a dining-room at the same time, bed-room, bath-room, wash-stand, toilet, three large closets, is easily rented for 60,000 to 150,000 francs a year? This price includes the daily cleaning of your apartment with a vacuum-cleaner, and the making of your bed—but nothing more.

In the large cities the difficulty of obtaining servants and the smallness of the apartments are a menace to the harmony of family life. Because of these disadvantages, both man and wife prefer other places to their home. During the day, the man occupies himself with his business and his

club, the woman goes to afternoon teas or to a club-meeting and at night, they go together to the restaurant, the theatre or the movies. This explains the prosperity of the hotel and restaurant industies in the large cities of the United States, and the reason why they are near the top of the list of important American industries. This state of affairs explains also the decrease in the birth-rate among certain classes of people in the United States and particularly among native-born Americans.

The home-life problem which confronts the families in the large cities of the United States grows more acute every day, and, in regard to the decrease in the birth-rate, ever since the United States practically closed its doors to immigration the decrease of house help has caused considerable anxiety.

CHAPTER VII

THE POPULATION

You go to a restaurant and ask for the bill-of-fare; while a negro orchestra plays the latest and most popular pieces of music, you select the food. You are offered French, German, English, Dutch, Scandinavian, Russian, Polish, Italian, Spanish, and even strictly American dishes. The bill-of-fare is international or, rather, inter-European.

The names of these countries upon the bill-of-fare represent the elements of which the population of New York and the United States is composed. The negro question, which the names upon the bill-of-fare does not bring to your mind, is represented by the orchestra. This question is as troubling and obsessing as the jazz music itself.

The last census of the population of the United States, taken in 1920, shows that of a total population of 105,711,000 inhabitants, there were 94 million white people and 11 million negroes.

Among the 94 million white people, 58 million were born in the United States of American-born parents; of the remaining 37 million, 14 million were born in foreign countries, 16 million have *both* foreign-born father *and* mother, and 7 million have *either* a foreign-born father *or* mother. Therefore the full-blooded Americans—they can be called such through courtesy only—represent only 60% of the white and less than 55% of the total population.

Until the year 1880, the largest part of the immigration to the United States was composed of German, British, and Scandinavian Protestants; from this date until the year 1914 the stream of immigration became a raging torrent, composed chiefly of Catholics from the Latin and Slav Countries, and of Oriental Jews. In 1925, the American author, Sinclair Lewis wrote: "Martin Arrowsmith was, like most of the inhabitants of Elk Mills, before the influx of immigrants from the Latin and Slav Countries, an American of the Anglo-Saxon type, that is to say there was in his veins the following mixture of blood: German, French, Scotch, Irish, perhaps a bit of Spanish, no doubt a bit of Jewish, and a great deal of English, this last-named being itself a mixture of Celtic, Phoenician, Roman, German, Danish, and Swedish." Mr. Sinclair Lewis, although he is a very careful writer, neglected to place at the head of the list of these

various races, the Norman race, the trace of which is evident among the people of the United States. As an inhabitant of Rouen, you will permit me to regret this omission.

Since the coming of the Latin and Slav immigrants certain questions have grown more intricate. To the complicated question of nationality were added the questions of religion, tradition, and race. One might ask whether or not, under existing conditions, good Americans can come out of this mixture of so many different elements.

Everyone knows the expression "melting-pot"; the United States is a melting-pot in which the people of the European nations who come to live there are thrown together to form the new, strong American race. Is this fusion perfect? Are there slags among the good metal? What type of person will eventually come forth from the "melting-pot?" This is the grave question which is being discussed at this time with great anxiety in the United States.

When one walks in the streets, one is astonished at the diversity of types. The traces of a man's origin are found in his name, perhaps a trifle Americanized, and by the visible characteristics of his race, which are deeply implanted. At the end of a week's stay, you can distinguish the origin of most of the people you meet. The characteristics

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of the strong races persist; those of the weak races disappear.

"You are Scotch, . . .", one can say easily after several minutes of conversation.

"No, I am an American, but my parents came from Scotland."

One can tell just as easily the real American, or the man whose parents came from Ireland, France, Scandinavia, Holland, Germany, the Slav Countries, the Latin and Oriental Countries. It is this fact which causes considerable anxiety in the minds of people who are concerned with the good of the nation.

In order to help the melting process these people are fostering a patriotic spirit. Almost every business-man has an American flag in his office and in the reception-rooms of the factories, in the offices of the large stores, and in the clubs.

The entry of the entire population of the United States into the World War on the side of the Allied nations is a proof of the existence of the American spirit. The different elements comprising the mixture stick together, but it is certain that the final type of American has not yet been produced. It is quite probable that the product of the melting-pot in the next ten years will be different from the well-known type of American, living in the Puritan New England States. Will a single type of person, similar to the Bostonian, be

produced, as is hoped by many Americans? It is highly improbable. We agree that the people of the United States are "standardized" in their dress, their manners, their gestures, their acts. But in spite of this fact, the United States will, for a long time, continue to be like a mosaic. We know that a mosaic can be harmonious in design, very solid and durable. The American spirit has given proof that it is sufficiently strong to guarantee the unity of design and the solidity of the whole. The recent past of the United States is full of promise for the future.

CHAPTER VIII

THE IMPORTANCE OF THE UNITED STATES

A FEW COMPARISONS

How can we Europeans draw a picture of the United States? How can we form an idea of the manner in which the population is distributed over the vast territory comprising the forty-eight federal states?

Let us suppose that by some miracle the entire population of Europe is put aboard steamships. Vessels loaded with English, French, Spanish, Italian, German, Scandinavian, Slav people would be cruising in the waters, awaiting the disembarkation order of the Commander-In-Chief, who would designate the new home of each person. In order to create the United States of Europe, the Commander-In-Chief has decided to abolish all frontiers and to send to each city and village, in proportion to its importance and geographical situation, a certain fixed percentage of each nationality.

In accordance with this hypothesis, a city like Rouen would receive 25% French people, 15% English, 10% Scandinavian, 5% German, 10% Polish, 5% Spanish, 5% Italian, 5% Oriental Jewish, 5% Hungarian, 2% Swiss, 3% Belgian, 10% of negroes. Paris, London, Berlin and so on down the list of cities and villages, would receive the same nationalities in different proportions, in accordance with their size and situation. This hypothesis will permit the European to form an idea of the United States. We might state, in passing, that the type of European that would result from such a mixture would have a strong resemblance to the type of man which is being produced in the United States today.

The census of 1920 gives to New York: 500,000 Russians, 400,000 Italians, 200,000 Irish, 200,000 Germans, 150,000 Poles, 125,000 Austrians, 75,000 English, 65,000 Hungarians, 200,000 negroes. The census shows that mixed with the citizens of the United States, these nationalities are represented in nearly every city and village, their number varying according to their size. One sees from this that the hypothesis we presented is not far from the actual facts.

Have we Europeans an exact idea of the vastness of the United States? We can best arrive at an understanding of the extent of the territory which comprises this huge country by making several comparisons. If we open the "Nouveau Larousse Il-

lustré" we see the following: "United States Of America, Republic, composed of federated states, situated in North America between 24°25 and 49° north latitude, and 127°4′ and 69°17′ west longitude;* bounded on the North by the Dominion of Canada, on the South by Mexico, on the East by the Atlantic Ocean, and on the West by the Pacific Ocean.

"The territory of the United States covers about 9,212,000 square kilometers, Alaska included. Deducting the territory of Alaska the United States measures 7,836,000 square kilometers, or a trifle more than fourteen and a half times as many as France."

These figures speak eloquently, but let us seek other comparisons to illustrate our point.

The northern frontier of the western and middle-western United States (50°) is on about the same latitude as Paris-Rouen; Boston is on about the same latitude as Bayonne; New York as Porto, Naples, Salonica, and Constantinople; Philadelphia (40°) as Lisbon; Memphis as Gibraltar and Tunis; New Orleans (30°) as Cairo. At the south, the Peninsula of Florida is on about the same latitude as Hoggar, in the Sahara Desert.

These comparisons give us an idea of the distance covered by the United States from north to south.

You can see that the vast territory comprising the forty-eight federal states can be compared to that of

*From Paris.

no other country in the world except Russia or China; we need not insist upon the fact that the comparison with either of these countries can be made only in regard to the vastness of territory.

Let us continue with our comparisons. We open Larousse's Encyclopaedia and search the word "Europe." We see the following: "Europe, one of the five principal parts of the world; one of the three principal parts of the Old Continent. It contains a little more than 10,000,000 square kilometers, but it is generally accorded only 9,730,000 square kilometers, because the Russians do not attribute the space contained between the Caspian Sea and the Black Sea to Europe, but to that territory which they call Caucasus. Taking 9,730,000 square kilometers as a basis, Europe is more than eighteen times as large as France, about one-third as large as Africa, one-fourth as large as North and South America."

The edition of the "New Larousse" is dated before the world war. It was published at the time when Russia, under the control of a strongly pro-German government, pushed the confines of Siberia up to the frontiers of the Extreme-Orient, bordering upon the Pacific Ocean. The coming of the Soviets reversed this situation. Today, the contrary is true: the onrushing tides of Asiatics is pushing back the frontiers of Europe to the Eastern confines of Poland and Roumania. In our comparisons we must take into account these changes, which, having amputated half of

the original territory of Europe, has greatly modified her position in relation to the other principal parts of the World.

Since the World War, it is a recognized fact that the importance of the United States has increased while that of Europe has decreased. This federation of states, whose economical and financial possibilities can be compared only to its vastness of territory, holds a very high position in world politics. Beginning fifteen years ago, the eyes of the world have been fixed upon Washington.

CHAPTER IX

THE RAILROADS

The reason for our trip to the United States was to represent France at the Convention of the Advertising Clubs of the World, held from July 8th, to July 12th, 1928, at Detroit, the automobile city.

When, at the beginning of June Léon Rénier, Junior, general manager of "L'Agence Havas," Marcel Knecht, general secretary of "Le Matin," and I learned that Germany was sending fifty-four delegates, England thirty, and that all the nations of Europe and South America would be represented at the Convention, we decided to make the trip at our own expense in order that our friends, the members of the Advertising Clubs of the United States, should not put France down as being absent from so important a meeting. Being official representatives of the various Parisian and provincial Press syndicates, we decided that, profiting by our visit over there, it would be useful to prolong our stay for a month in order to make a study

of the United States and at the same time do some work for France.

Our first visit was, naturally, to the French Ambassador in Washington, M. Paul Claudel. Several days after our arrival in New York, we took the train for the Capital of the United States. It was on this trip that I became acquainted with American trains.

Government monopolies do not exist in the United States, and railroads and other public utilities are operated by private enterprises. As there are several companies engaged in public utilities, the public benefits by the competition between the companies. In going from one place to another, you have, in most cases, the choice of two or more lines, which compete with one another in offering the greatest comfort. Each company has special trains, which represent the last word in comfort, access to which can be had by paying a supplement.

The hotel clerk who bought our tickets told us:

"The best train for Washington is by way of Philadelphia-Wilmington-Baltimore. It leaves the Pennsylvania Station at 12:30 A.M., Standard Time.

"What do you mean by standard time?"

"That's New York meridian time, sir. In the eastern part of the United States, only certain cities have daylight-saving time. New York has it and Washington hasn't. The time of the trains at each station is regulated in accordance with the kind of time employed in the city in which the station is located: this

time is called Standard Time. The time-table is not easy to understand. 12:30 A.M. Standard Time is equivalent to 1:30 A.M. New York Time. You will arrive at Washington at six o'clock. The train will be placed upon a side-track and you can remain in your berth until 7 o'clock."

"New York Time or Washington Time?"

"I can't tell you."

"Thank you."

After theatre we returned to our hotel to get our valises. At 1 A.M. we arrived at the railway-station.

When we reached the coach, the number of which corresponded to the number on our sleeping-car ticket, a negro, dressed in white, showed us to our compartments and arranged our valises. Each one of us had a small compartment with a bed with immaculate sheets, two baggage racks, clothes-hooks, an electric fan, which can be regulated to three different speeds, a large mirror, a strong ceiling light, two electrical contacts placed above a comfortable arm-chair. You push-down the back of this arm-chair and there appears a wash-stand with a highly-polished aluminum wash-basin and two faucets, one for hot and the other for cold water. Upon the wash-stand are two glasses, a thermos bottle filled with ice-water, a soap-tray with a piece of soap hermetically wrapped in paper, bearing the name of the railroad company, and six small towels. You readjust the back of the arm-chair, you lift up the seat, and you see that there is nothing

missing in this compartment. You will excuse these details, but they are indispensable to your understanding of the comfort over there.

After having regulated the electric fan, I went to bed and was asleep before the train left.

"It is seven o'clock, standard time, sir. You have half an hour to dress and to leave the train. Washington has standard time, sir." It was the porter who came to awaken me.

As I changed the hour of my watch, I thought of the periodical complaints in France, summer and winter, each time that daylight-saving time is put into force. When you are traveling in America you have to advance or turn back the hands of your watch, at least once a day and often several times and yet you hear no complaints.

I dressed and went into the corridor to join my friends; the negro porter of our coach hurried forward with a whisk-broom in his hand. He began to brush my clothes, then left us for a few seconds and returned with a piece of flannel, polished my shoes with a great deal of energy, left once more and again reappeared. This time he brought a clothesbrush and brushed my hat and trousers vigorously.

"That fellow certainly takes good care of us!"

"Can't you see that he's waiting for his tip?"

I handed him a dollar; he bowed almost to the ground and thanked me loudly.

Our valises were placed on the station platform. I called a strong negro porter over six feet high.

"Yes sir."

I showed him our valises, which were neither large nor heavy. The colossus took two valises and called another husky negro to carry the third. Walking slowly and dignifiedly, they took us to a taxicab.

We arrived at our hotel where, in spite of the early hour, every employee was at his post.

My watch had stopped and I asked the time of the manager of the hotel.

"Your system of having two kinds of time in the same area is not very convenient."

"No, sir. Particularly when you do not know which cities have daylight-saving time and which have not. But the same situation no doubt exists in France."

"No. The summer daylight-saving time and winter time is the same all over the country."

"How convenient that must be," said the American.

CHAPTER X

WASHINGTON

POLITICAL CAPITAL

Although New York has pretensions of being the largest city in the world, with the largest Jewish population of any city, a million and a half Jews, and one of the largest Catholic populations, if not the largest, it is not the capital of the United States. It might consider itself the financial and commercial capital of the federal states, but it is not their economic capital.

The large cities, with their particular characteristics, are all metropolises in which no artistic or intellectual centralization is possible. In America no city is especially noted for any particular thing which does not exist in another city. People like one large city as much as another. There is no special attraction of the capitals.

An inhabitant of Philadelphia, Buffalo, Boston, Detroit, Chicago, New Orleans, St. Louis or San Fran-

cisco, has no desire to read any other newspapers except those published in his own city. What is still better, in Greater New York many inhabitants of Brooklyn prefer the papers published in Brooklyn to those published in Manhattan Island. The same is often true regarding the theatres, concerts, large stores, industries, universities and schools.

Boston has the idea that she is the intellectual capital of the United States. But this supremacy, contested by other cities with large universities, is not admitted by the majority of the people of the country.

Here we were in Washington, the political center of this immense country, which holds first place in importance among the political centers of the world. As we traversed the principal thoroughfares, we had the impression of being at Versailles, but a Versailles well looked after, with impeccable streets, and with the monuments looking as white as snow amidst the green foliage of well-trimmed trees.

The city is divided into two parts by a long, straight avenue beginning at the Capitol Building, passing by an obelisk, similar to that of the Place de la Concorde, which is placed in the center of a magnificent park. A bridge which is being constructed will soon connect this immense esplanade with the beautiful Arlington Cemetery in which the unknown American soldier sleeps forever.

In the heart of the city the Governmental buildings

are built around the White House, residence of the President of the United States.

The city is magnificently laid out, arranged harmoniously, and in very good taste. It is exactly the arrangement needed to meet the exigencies of today. It is the work of a Frenchmen, a Major in the Engineer Corps of the United States Army, a genius in architecture, Major L'Enfant.

Major L'Enfant? You can open all the French encyclopaedias and you will not find his name. And yet he is one of those Frenchmen who took part in the revolutionary war, the memory of whose services will always endear France to the hearts of the people of the United States. It is he who stamped on the American capital the genius of our race. It is he, who, by his immortal work has become the permanent ambassador of French art in America.

Pierre Charles L'Enfant, born in France in 1755, was made a Lieutenant of the Colonial Troops of the French Army in 1777. On October 8th 1778, he was appointed to the rank of a Captain of the Engineering Corps of the United States Army. On October 8th 1779 he was gravely wounded at Savannah. In 1812 he refused the position of a Professor of Engineering at West Point, preferring to continue his work at Washington, where he had drawn up a plan for the construction of the city. This eminent citizen of France, builder of several landmarks of the capital of the United States, died June 14, 1825. His grave in

Arlington Cemetery looks out upon the most French of all of the cities of the United States: Washington.

His Excellency, M. Paul Claudel, our distinguished Ambassador to the United States, very kindly invited us to lunch at the French Embassy. You will understand that I cannot state here the conversations which took place at this luncheon, the advice which the eminent representative of France was kind enough to give us and the information we were able to give him. . . .

I was literally shocked—the word is not too strong—by the smallness of the French embassy and I could not conceal my feelings from my host. How can France maintain so small an embassy in a country which since the World War has risen to a position of such great importance?

The embassy building, although beautiful and harmonious, does honor neither to France nor to Washington. The dining-room is not large enough to seat twenty-eight people at the dining-table and the drawing-rooms are no larger.

"How do you manage your receptions, 'monsieur l'Ambassadeur'?"

"When we give a reception, Madame Claudel and I are obliged to have the furniture in our private apartments brought down to the grand stairway which adds a little more room, but it is not very convenient to install the refreshment-counter there."

One can understand the important part played by "refreshments" in a "dry" country. At the French

embassy, which is considered French territory, champagne can be openly served and drunk.

Since the passing of the prohibition law, the diplomatic receptions are more numerous and the attendance much larger than before. It is noted that the senators, and congressmen, and the various other governmental officials are more often to be seen at the refreshment-counter than in the drawing-rooms.

It is not for this reason alone that we deplore the fact that the French Embassy in the United States is so small. Some years ago it was large enough to answer the purposes for which it was intended, but today it is not, because of the march of events in world affairs.

France owns a piece of land in Washington which is perfectly fitted for the construction of a building large enough to meet the present needs of our embassy. Why do we not construct this building upon it?

The building of the English embassy is not new, but it is large. The Italian embassy building which Mussolini had just constructed is very spacious; it is in proportion with the importance of the diplomatic post in Washington.

We must understand at home that today Washington is perhaps the most important diplomatic post in the world. France should have an embassy building over there which would do honor to its past, present and future.

CHAPTER XI

NEW YORK AT NIGHT

The train was bringing us from Washington to New York, where we should arrive at night. We were on the "Congressional Limited," or as we would say in France, "train parlementaire", entirely composed of Pullman and dining-cars. At the short infrequent stops the messenger-boys of the telegraph companies passed rapidly through the train and collected the telegrams. We passed through the industrial centers of Baltimore, Wilmington, Philadelphia. Beginning at Trenton, one factory succeeded another almost without interruption until we reached New York.

We got out at Pennsylvania Station. In taking us to our hotel, our taxicab went along Broadway, the only longitudinal street of Manhattan not built in a straight line. Beginning at Battery Place, at the extreme southern point of the peninsula, just opposite the Statue of Liberty, it winds its way along towards the north. When it arrives at the Bronx, it takes a rectilineal direction, south to north.

Broadway is the longest street in the world, it is thirty kilometers in length today. . . . and it is not yet completed. It is also the street with the best-lighted theatrical district in the world. The buildings in this district are covered with electrical signs from top to bottom. Life in this section of Broadway never stops, there is no rest for the storekeepers. The stores are constantly lighted and close rarely. The eight-hour law protects the working people, but does not prohibit the proprietors from working as long as they please. At almost any hour of the night you can buy anything you need.

We arrived at our hotel, the air was heavy, but the sky was wonderful. Our valises were brought to our rooms.

"Let's go to the roof, the view on a night like this must be wonderful."

The elevator carried us up the thirty-seven stories in fifty-six seconds.

In order to view New York City and its harbor by day I previously had gone up to the roof of the Woolworth Building, the highest building in the world, whose fifty-eight stories rise up to a height of 240 meters; I had taken lunch at the Bankers' Club, in a tall building at the beginning of Broadway near Wall Street; I had remained a long time on the roof of the Ritz Hotel, watching the people, who resembled ants, moving about. At night the spectacle was magnified. Millions of electric lamps filled the space in front of

us. The lights in the windows of the countless buildings, which seem never to go out, had the appearance of immense magic lanterns and at the four corners of the city the thin, silver brushes of light coming from the revolving searchlights, swept the sky. Over there was Broadway, a huge mass of multi-colored light, irradiated by enormous electric signs.

Not far from us, an electric sign spread over the entire length of a building. We read: "Madison Square Garden; dancing championship, seven couples still going." After several minutes, we read the following: "only six couples remain. The couples have been dancing X days, hours, X seconds. Come and see those who will beat the world's record." We returned to the marvelous panorama at our feet.

"I'm dying of hunger! Let's go and eat something."

"Good idea. Where shall we go?"

"Some roof-garden. It's too hot to go anywhere else."

The elevator, like a shot out of a cannon, carried us down to the lobby of our hotel.

It was too late to go to Harlem to eat watermelon in a negro restaurant, and to see ravishing mulatto girls dance to the accompaniment of a jazz-band and a negro quartet.

"Where shall we go? It is useless even to think of the St. Regis or the Ritz, we are not dressed."

"At the Strand Roof-Garden there is a small revue which begins at one o'clock."

"At the Biltmore close by we'll be cool and comfortable on the roof restaurant. Or 'The Cascades.' In July you can go there without being dressed."

We decided for the Biltmore and left on foot. As we walked, we noticed—not one prostitute was to be seen in the streets.

We arrived at the Biltmore. Its restaurant, "The Cascades" is situated upon the roof, as are most of the restaurants of the New York hotels during the summer, in order to have more air. While we had our dinner, the jazz-band played and couples danced.

During the summer, the temperature at night in the United States, is about the same as that during the day. One does not need a topcoat and we enjoyed the comparative coolness of the night to its fullest extent.

The following morning the waiter brought me the newspapers. I read on the first page: "Pastor X, judging that the dance championship being held at Madison Square Garden is dangerous to the health of the participants and contrary to public morals, lodged a complaint against it in the district court. The court forbade the competition on the grounds that such performances expose the participants to heart and nervous attacks. The owners of Madison Square Garden will be notified of the judgment this morning and will be compelled to stop the dance marathon at once."

CHAPTER XII

WALL STREET

This morning I had considerable mail; I opened the envelopes. The first ones contained a card and a letter. Each letter was worded in about the same manner: "Dear Sir: we have just learned of your arrival in New York. Our club begs of you to accept the enclosed card and the title of honorary member." The cards were likewise couched in about the same terms: "The Board of Directors has the honor of informing Mr. André Lafond that, upon the request of Mr....., his name has been inscribed on the list of visitors who are granted all the privileges of this club. This privilege is granted to him during his stay in New York. Signed.....President."

One by one I picked up the "Guest Cards" that I have received. For a period of several weeks, I was a member of the following clubs: Town-Hall Club, Army and Navy Club of America, Advertising Club of New York, Newspaper Club, New York Athletic Club,

North Castle Golf and Country Club, Automobile Club of America, Chester Biltmore Country Club, Lotos Club, and the Union League Club of the City of New York. I was overcome by this show of hospitality. No one who has not been over there can form an idea of the hospitality of the people of the United States.

"My friend.....told me about you; make yourself at home." "The friends of my friend.....are my friends." "Glad to have made your acquaintance. If I can do anything for you, please let me know. I shall be very glad to be of service to you." My experience has proved that these expressions were not simply polite phrases.

I continued to read the letters which I have received. There were invitations to lunch, to dinner, for the week-end. Marcel Knecht, who is our manager, will decide which to accept and will see to it that replies are sent.

I came, finally, to a letter from Mr. James Brown, the well-known Wall Street banker, a charming man, possessed of a rare intelligence. I had met him several days before at a luncheon given at the home of people whom we both knew. He suggested to take me on a tour of inspection of the banking quarter of the city, the Stock Exchange, and the Federal Reserve Bank.

Between the hours of 8 A.M. and 4 P. M. the stream of traffic towards the down-town section is very heavy;

between 4:30 P.M. and 5 P.M. it is reversed, and the up-town traffic continues heavy until nightfall.

If one is in a hurry, the best means of transportation is the subway. There are four parallel tracks in the subway, the two outside tracks are for the local trains which stop at every station, and the two center tracks are for the express trains, which stop only at certain stations. If you want to make the proper use of the subway, you must do as follows: if the station where you enter is a local station, with only two platforms, you take the local train to the first express stop, which has four platforms, one on each side of each of the *four* tracks. There you change trains and continue with the express train to the express station nearest to the place where you want to go. You get out there and continue with the local train to your destination.

Wall Street is, naturally, an express station. The express train in which I was riding shot past the local stations; there were only a few stops and suddenly I found myself in the down-town section. I came out of the subway and found enormous buildings in front of me, huddled one against the other, dwarfing Trinity Church, one of the oldest churches in New York City, surrounded by a small cemetery covered with grass and trees, like the churches in the French provinces.

It was one o'clock and Wall Street was functioning at full speed. The banks do not close during the lunch-hour as do the French banks, they are open from 9 A.M. until 4 P.M. I noticed signs on the build-

ings and doors bearing the names of persons and companies which are familiar to me: Morgan, Vanderbilt, Rockefeller, Guarantee Trust Company, National City Bank. I came at last to the building in which Brown Brothers are located.

Mr. Brown showed me through his offices. The interiors of the American banks are mostly arranged in the same manner: a large hall, two or three stories high, in the center a large iron or copper cage for the cashiers. Around the hall, separated by a balustrade as high as a man's elbow, are the offices of the managers. The offices of the President, the Board of Directors, the book-keeping and mail departments are usually on the first, second and third floors.

The name, written in large letters, of each officer is on the ledge of his window, if he is a cashier, on the door leading to his office, if he is an officer, on the side of his desk, if he is chief of some service, with a desk on the ground floor, so that you always know the name of the person with whom you are transacting business.

Mr. Brown said to me: "I have arranged an appointment for you at the Federal Reserve Bank with the Vice-Governor. He will show you this great institution in company with Mr. Rockefeller, Junior."

There was considerable activity in Wall Street, but there was not the shouting that one hears around the Place de la Bourse in Paris; far from it. I noticed that here information is sometimes given by signals. From the Stock Exchange young men made signs to

other young men standing behind the windows of the office of the broker employing them. These signs, after a system of their own, indicate the various stock quotations.

"It was here, at the foot of this statue, that Muratore sang the 'Marseillaise' so many times during the World War to stimulate the buying of Liberty Bonds. . . ." Mr. Brown informed.

We arrived at the Federal Reserve Bank. At the entrance we met several powerfully built men in civilian clothes, they were detectives. Two uniformed guards, armed with revolvers and a belt filled with cartridges are stationed throughout the day at each door, guarded by heavy iron bars. The guards, by means of a special system, dispose of the opening and closing of the doors. In case of necessity, they can close all the entrances to the building. When you enter the Federal Reserve Bank you have the impression of entering a prison. It makes your blood curdle to see the barred doors, the cashiers' cages, which look like those of wild animals, guards armed to their teeth, stationed at the entrances, and to hear the metallic click of the strong-boxes and cashiers' cages. The Vice-Governor received me very amiably: "Come with me," he said. "I will show you a film and then we will visit the institution."

In the meeting-room of the Board of Directors a screen had been prepared, facing which were three arm-chairs. The room was darkened. On the screen

was projected the history of the Federal Reserve Bank, and the following explanations: "There was a large number of small banks dispersed throughout the United States—Isolation is dangerous, both to the owners of the bank and its customers—A Panic—The advantages of co-operation—The banks form a federation, combining their gold and other resources—The Federal Reserve Bank is constituted to perform the following operations. . . ." There followed a presentation of the various functions of the Federal Reserve Bank. No details were omitted. When the film was finished, we knew everything there was to know about this vast system, which is the guiding power of more than two-thirds of the banks of the United States, and which has authority to issue bank-notes.

We now visited the various departments of this bank, which really resembles a fortified city. There were machines which automatically count the bills and wrap them up into packages. We visited the correspondence department, which assures the liaison with all of the member banks; the underground vaults with their gold bars and coins, little wooden barrels filled with gold and addressed to the "Banque de France," awaiting the next boat sailing for France. It is French gold returning to its mother-country after a long absence.

The visit was finished and we left. All along the sidewalk in front of the bank was a string of formidable-looking automobiles—very much like the armored

cars used in the World War. It is the type of automobile used by the banks in the United States to transport money from one place to another.

"The barred windows, the cashiers' cages," I confided to Mr. John D. Rockefeller, "the iron door leading to the gold-reserve vault, the barred doors, the guards, the detectives: all these already made my blood run cold. The sight of these automobiles, is the finishing touch."

"You must not forget," replied John D. Rockefeller, Junior," that in this country we have the biggest bandits in the world."

CHAPTER XIII

THE PROTECTION OF THE INDIVIDUAL

The police forces of the large cities of the United States and even of the small ones appear to be well organized and well equipped.

The policemen of New York City are for the most part of Irish descent; they are giants in stature and their faces are fresh-looking and full of color. They are very good-natured, especially those who regulate the traffic.

The motorcycle-policemen are mounted on high-powered motorcycles, capable of out-distancing any automobile, and are armed with long revolvers. In case of necessity, they can make use of the siren which gives them the right-of-way over all other traffic.

There is a special telephone service at the disposal of the Police Department. You can often see a policeman talking over the telephone in the street. The apparatus is placed in a small opening made for this pur-

pose in a lamp-post or hidden in the corner of a building. The telephone service, operated by private companies, functions marvelously well. Ordinary communications are given almost immediately and it would be interesting to know how long a policeman must wait for his communication, which has priority over the other communications.

The Police Department has considerable authority, but it has its constitutional checks. While the individual must respect the police, he is protected against the abuse of their authority by his right to institute a "habeas corpus" proceeding, as in England.

In several States, criminal cases are disposed of rapidly. There is no interminable preliminary questioning. Justice is quickly meted out. If a policeman arrests a man without sufficient cause, the judge will set the prisoner free at once. If a State law or a Federal law abrogates the rights of a citizen, the Supreme Court of the United States, which sits at Washington, will not hesitate to declare the law unconstitutional. The rights of the individual are protected in every way.

During our stay in the United States, a case, the like of which we shall never see in France, came to trial, the proceedings of which were followed with great interest by the public. The following is the account of the case given by Stéphane Lauzanne in "le Matin":

"The first act takes place in a small village situated in the northern part of California. The prohibition

agents suspected the proprietors of a store of selling bootleg whiskey. They watched the store during several weeks, but could get no evidence. When they entered the store, they found customers drinking lemonade only. When they stationed themselves outside of the store, the only merchandise they saw enter was bottles of soda-water.

"Tired of being frustrated in this manner, the police decided to employ strategy. They tapped the store-keepers' telephone line. Twenty-four hours later, the mystery was solved. They learned from an intercepted telephone conversation that the liquor was brought in through a secret underground passage and the store-keeper was arrested.

"Second act: the affair becomes complicated.

"Arraigned before the local Federal Court, the store-keepers pleaded guilty, but attacked the police, asking by what right they had tapped their telephone line and listened in on their conversation? This was a violation of the fourth and fifth amendments to the Constitution. The fourth amendment states: 'The right of the people to be secure in their persons, houses, papers, and effects, against unreasonable searches and seizures shall not be violated...' The fifth amendment specifies: 'No person . . . shall be compelled in any criminal case to be a witness against himself . . . ' In this case the police conducted what was tantamount to a search of the home of the accused person, without proper authority and placed them in a position where

they involuntarily gave evidence against themselves. The local federal court decided against the police and in favor of the store-keepers.

"And now we come to the third act. The case was brought before the Supreme Court of the United States, the highest court in the land. The nine highest judges in the country disagreed. Five, among whom was Chief Justice Taft, former President of the United States, voted in favor of the police. The four others, Judges Brandeis, Holmes, Butler and Stone, voted the contrary. According to the Constitution of the United States, the ruling of the majority of the nine judges of the Supreme Court is binding. But the minority has the right to make its decision public. The minority decision was forthwith published. It exposed the extraordinary difference of opinions regarding this case which existed among the judges—the widest difference of opinion which has ever existed among judges regarding any case in the history of American jurisprudence.

"The decision handed down by Chief Justice Taft stated:

" 'The act performed by the police was not in violation of the Constitution. They did not enter the domain of the accused persons; they simply listened from without to what was being said within. If the law controlling the manner in which the police must procure their proofs is too literally interpreted, the in-

terests of society will not be served and criminals will go unpunished.'

"The minority report of Judges Brandeis, Holmes, Butler and Stone was as follows:

" 'There is no distinction for us between listening-in on a telephone conversation and opening a letter addressed to someone else. The law permits no one, not even the Post Office Department, to open a letter addressed to someone else. The greatest danger to personal liberty are the acts of well-intentioned, but unintelligent persons. To proceed upon the basis that the end justifies the means; that the Government has the right to commit a crime, if by doing so it can capture a criminal, may bring about terrible consequences. The Supreme Court should have been unanimous in declaring itself against such a pernicious doctrine.'

"This statement in itself was quite forceful. But Judge Holmes decided that it was not sufficient. He issued the following personal statement:

" 'It is not fair to listen in on a conversation over the telephone. If it were left for me to decide, I should prefer to see a criminal go unpunished to having the Government play an ignominious rôle....'

"It is now being advocated that Congress should pass a law forbidding prohibition agents from listening in on telephone conversations in the future."

This story illustrates the situation. I have included it here in order to demonstrate to what extent the rights of the individual are protected in the United

States. To put it concisely: the police over there protect the people and their property from the wrong-doers, and the courts, among their other functions, protect the people from being imposed upon by the authorities.

Are we, in France, protected in a like manner? I should like to be able to reply in the affirmative.

CHAPTER XIV

SECURITY

I have just completed a series of visits of various factories devoted to the manufacture of material for printers, and the plants of several newspapers. The heat is depressing. At the street-crossings, even in the center of the city, large hoses pour water upon the hot pavements. Under the fatherly eye of policemen, the children, dressed in bathing-suits, dance joyfully under the improvised shower-baths.

I have one more visit to make before returning to my hotel. I must see Mr. Paul Gillot, a member of the French Colony in New York, who is a very good friend of mine. He has a jewelry store on Fifth Avenue. I arrive at the building and take the elevator. I open the door and find myself in a small, square room, lighted from above. The walls are empty. Opposite me is a small, barred window; there is a clicking sound and the window opens:

"What can I do for you?"

"Is Mr. Paul Gillot in?"

"Yes, sir. Whom shall I announce?" I give my name. "Very good, come in."

There is another clicking noise, louder than the first, a hidden door opens and I pass through. I am alone in the show-room of the jeweler. Among the pictures hanging upon the wall is a photograph of a French soldier, taken at the front. It is the photograph of the proprietor.

Gillot appears with a smile upon his face. Short, dressed in a well-cut, grey-coloured suit, his genial face partly covered with a small, square-cut beard, greyish, he greatly resembles Mr. Jusserand, the eminent former Ambassador, who is so highly esteemed by the people of the United States.

"Hello, Gillot! Was that photograph of yours taken during the world war?"

"Yes. When war was declared I did not want to remain here. I departed at once, leaving my wife and my business. Others did the same as I. What memories I have of those days! I shall always remember August 4th, 1914: the masses of Frenchmen standing silently in front of the offices of the Consul-General and of the 'Compagnie Générale Transatlantique,' patiently awaiting orders. Two hundred meters away, the Germans manifested loudly in front of the offices of the North German Lloyd. Groups of men, composed of different nationalities, marched along the main thoroughfares of New York... The steamer

on which I departed left New York harbor with all of its lights out. . . . The kitchens of the hotels, the entire 'commerce de luxe': factories making ladies' hats, perfumes, jewelry, almost all the important business houses of New York were disorganized by the departure of their French employees and proprietors. . . . Fifteen days after I left the United States, I was at Verdun. . . . When I returned here, I was compelled to completely rebuild my business... I do not regret my action; if it should be necessary I would do the same thing over again tomorrow."

Gillot showed me his collection of precious stones. Suddenly he gave an order to his employees: "Quickly! you have just enough time to put the jewels away."

The cases containing the jewels were rapidly placed in a huge safe standing in a small room adjoining the office of the proprietor. This safe is very complicated in its construction: it is made of several heavy plates of steel, bound together so as to form a single thickness, and it appears to be incrusted in the wall.

"It is almost five o'clock. Lock it up."

I expressed my surprise.

"I will tell you why. The contents of this safe are insured by a company which specializes in this kind of insurance. I inform them of the opening and closing hours of my office which changes according to the seasons of the year. The safe must be locked at the time agreed upon. If anyone touches the mechanism of the safe at any moment after this hour, the com-

pany is notified by a signal which is operated electrically by means of contacts carefully concealed. The company sends immediately, in an automobile, a force of men, armed with rifles and revolvers; before you can wink your eye, they are on the spot ready to battle with the thieves. To give you an example: last year I had the occasion to transact an important affair at night. I opened the door of the safe to take out the stones. Two minutes later the door of my office was opened and I was confronted by a force of men sent by the insurance company. Fortunately, they knew me. . . . All of the big jewelry stores are protected in the same manner. Under these conditions it is useless to have a safety-deposit box in a bank. This arrangement is much more convenient. We'll go down together. I will see you to your hotel on my way home."

We took the elevator down to the main floor and I called a taxicab.

"That's a wonderful system of protection you have for your safe."

"Yes. When I leave the office I am not worried about my jewelry. The same is true in regard to this taxicab, I am not worried about the chauffeur, I am protected by means of that card which you see there in front of you."

I looked at the card and I read: "This is the photograph of the chauffeur of this car. His name is. . . . and his license number is. . . . Make sure that this

photograph is the likeness of the man who is driving this car. His address is. . . ."

Every taxicab has to have a card like this, posted in full view. It is the same system we saw in the banks, offices, and all commercial houses, where on each desk we saw the name of the person occupying it. In a taxicab you know with whom you are dealing and you have the information about the chauffeur. For everyone, and particularly for a jeweler, this is a great protection. . . .

A huge policeman stood at one of the crossings, where we had to stop. While we were waiting for the green light, he looked at us and said: "Good evening gentlemen."

"The policemen here are very congenial."

"They are really wonderful. The people of New York think a great deal of their policemen."

CHAPTER XV

THE POSTAL—TELEGRAPH TELEPHONE—RADIO SERVICES

Before I left for the United States, one of my French friends, who likes America a great deal and who has a good American name, said to me:

"You will see when you are over there that their life is about fifteen years ahead of ours."

We visited a great many factories in the United States, a large number of commercial houses and their offices, and we cannot truthfully say that we saw anything exceptional in the way of mechanical construction or office organization. Our industrial plants in the provinces: "Nord," "Pas-de-Calais," "Est," in the Normandy region and near Paris, can be favorably compared with theirs.

For instance, the equipment of our newspaper plant ("Journal de Rouen"), not counting the number of printing-presses, is in every way equal to that of the largest American newspaper plants, such as the

"Chicago Tribune," or the "New York Times." The same is no doubt true regarding all industrial enterprises.

Our offices, as well, are very well organized here in France; modern systems and equipment are employed. We know certain offices which can compete with any other office in the world.

But the organization of our postal, telephone, telegraph, and radio services is far behind the times, a state of affairs which greatly handicaps our commerce and industry.

We have already stated that in the United States government monopolies do not exist as the telephone, telegraph and radio services are operated by private companies. The following is an account of the manner in which these services function under private control:

The telephone is more universally used in America than in any other country in the world. In the homes there are often *several* telephones, one in each principal room. The same is true of the offices: there are a number of telephones, one for each principal employee. The number of subscribers is enormous, and yet the telephone service functions marvelously. You do not have to wait for your number, you can hear the person at the other end of the line, and he can hear you. For a Frenchman these features are quite unusual.

One morning I telephoned from my hotel in New

York to a man who lives in Connecticut, which is 200 kilometers distant. The call was put through in less than ten minutes:

"Is that you Mr. Murray?"

"Yes."

"I am not at my home but a hundred kilometers farther away at the home of my brother-in-law."

"You called me then, did you not?"

"No. The telephone operator located me here."

We talked for several minutes. There was no noise whatsoever on the wire.

The telephone operator had asked for the number which I had requested. She learned that Mr. Murray was not at his home, but could be reached at another number, one hundred kilometers away. She called that number, and gave me the connection almost immediately, a perfect connection over a distance of three hundred kilometers.

Th same is true of the telegraph service. The Western Union and Postal Telegraph companies render impeccable service.

I spoke with Ernest Vilgrain of the rapid manner in which communications are obtained: "You can secure the Chicago Stock Exchange in a few minutes," he told me, "and give your orders to buy or sell over the telephone. If you telegraph your order, it is delivered and executed in less than fifteen minutes. And you can be assured that your orders will be carried out to the letter. Send a telegram from Rouen to

Marseille and see how long it takes. As to the proper execution of your orders, it is better not to speak about that."

Can we imagine our Government conducting an advertising campaign in favor of the use of the telegraph? The Governmental authorities have not the courage to do it, and under existing conditions, we do not blame them for their lack of courage. "Do not write—telegraph," is the sign which is seen everywhere in the United States, and the fashion now is to telegraph instead of sending a letter. This fashion has become so popular that the various telegraph companies have employees who pass through certain trains at the stations and collect telegrams.

Let us examine the services rendered by the Post-Office Department:

You can post letters from each floor of the large buildings. Sometimes there are two mail-chutes, one for ordinary letters, and one for letters to be sent by airplane, which carry the letters to two mail-boxes situated either on the main floor or in the basement of the building. These mail-boxes are emptied at frequent intervals. An ordinary letter takes from four to five days to go from New York to San Francisco; there is a saving of forty-eight hours by airplane. Because of this appreciable saving of time, the airplane is being used more and more for carrying mail and passengers. The pilots who are experienced men, work part of the time during the day and part of the

time at night. The long distances are covered in relays. An air-line like that between New York, San Francisco and Los Angeles functions throughout the year without interruption. Lindbergh himself formerly piloted a postal airplane. The experience which he obtained in this work helped him to be successful in his flight across the Atlantic.

In regard to the radio service, I will simply relate two of my experiences with this service which will suffice:

The first one; I arrived at Buffalo and went to the Hotel Statler; there was a radio-set in every room. I went to my apartment on the twelfth floor. The radio-set was inserted in the center of the wardrobe, there was a small sign to explain its operation: "You have the choice between two programs. For the first program, push the lever to the left, for the second, push the lever to the right, to shut off, place the lever in the center. The radio functions continuously." I tried the two programs successively. The first program gave me the concert played downstairs by the hotel orchestra, the second a musical comedy played at at theatre in New York City. I could hear it clearly and distinctly and there was no static.

The second one: I was in New York on my way to visit Mr. Boomer, one of the most prominent hotel owners of the United States. I arrived at the Waldorf-Astoria, where he lives. His secretary said to me: "Mr. Boomer has not arrived yet. Go into his

office, he will not be long. While you are waiting, would you like to listen to the radio?"

"I should like to."

"They are just broadcasting the speeches at the Democratic National Convention at Houston. Do they interest you?"

"Very much indeed. Let me have them."

I listened to the speeches, the applause, and the frenzied shouts of the delegates. Every word was intelligible, there was no interference. Houston, Texas, is more than 2,300 kilometers from New York. Outside the hotel were street-cars, subway, electricity everywhere, and yet you could hear the convention perfectly well. Let me add that the distance between New York and Houston is about the same as that between Paris and Moscow.

In the course of our conversation Mr. Boomer said to me:

"The radio has really made a great deal of progress. Several minutes ago my car was held up at a crossing near Grand Central Station. From my automobile I heard the speeches at the Houston Convention. I do not know the broadcasting station, but in spite of the elevated railroad and electrical cars, there were no buzzing or grating noises. I heard everything better here in the middle of one of the streets of New York than the people on the galleries at Houston."

Do the people of the United States realize how fortunate they are in having such radio service?

In conclusion, let us state that a recent arrangement has been made between the "Compagnie du téléphone transatlantique" (T. S. F.) and the various telephone companies of the two continents whereby a person living in any part of the United States can obtain a direct telephonic communication with any person living in any part of England or Germany, and in the principal cities of France, Belgium, Holland, Denmark, Sweden, Norway, Austria, Hungary and Czechoslovakia.

Between one of the eastern cities of the United States and Paris, a three-minute conversation costs $48.75. The French Government had not the courage to guarantee that direct telephone connection could be obtained with the United States from any point in France, because of the poor service in our country. I admire the honesty of our governmental officials.

CHAPTER XVI

WEEK—END

Mr. William D. Guthrie, the eminent American lawyer, president of the Bar Association, invited us to spend the week-end at his Long Island home. His chauffeur came to fetch us at our hotel on Saturday afternoon at about four o'clock.

The automobile in which we were riding joined the countless cars which leave New York on Saturday not to return until Monday morning. We crossed over one of the immense bridges which unite Brooklyn with Manhattan Island. We reached Long Island, which is about two hundred kilometers long lying parallel with the mainland of the United States. The intervening body of water, protected from the winds which sweep the Atlantic Ocean, is called Long Island Sound. This verdant island is the home of many prominent members of New York society, who have erected magnificent residences on it.

As we rode on, the height of the apartment-houses

diminished, five stories, four, three. . . . Private residences succeeded one another in an unending line, surrounded by lawns and no fences.

We have been riding for an hour, but the string of automobiles going in both directions was just as dense as ever. At the important crossings there was a policeman; at the unimportant ones there was a signal of red and green light. The stream of cars moved regularly. In America they observe the speed laws.

The road was now lined with gardens full of flowers. We saw here large show-windows, similar to those of the stores along the Avenue des Champs-Elysées, in which latest models of automobiles are displayed. The road grew wider again, little by little the homes and gardens were replaced by large open spaces which resembled parks; they were golf courses and estates belonging to tennis and country clubs. Soon we arrived at the huge private estates, which line both sides of the road. The grounds of these estates are covered with beautiful lawns, trees and flowers. We reached Glen Cove about six o'clock and we entered Locust Valley. Above the entrance to a large estate, written in golden letters, was the name, "Meudon." We have arrived.

Mr. Guthrie, who had studied in France, and who is a great friend of our country, received us. The interior of his "château" is patterned upon the country residences of England, rather solemn looking and very comfortable.

"My friends, make yourselves at home," Mr. Guth-

rie invited us. "I shall show you to your apartments. Would you like to take a swim before dinner? We dine at eight o'clock."

We took possession of our rooms, and later rejoined our host on the terrace, from which we had a good view of the Sound at a fairly good distance from the house.

"I have ordered the car to take us to the small summer-house we have on our beach. You want to go in the water, do you not?"

"Certainly, with pleasure."

The automobile encircled the estate, which comprises about seventy-five acres and we arrived on a beach of fine sand, about five hundred meters in length. In a small cove, arranged like a little port, was a beautiful yacht. The Summer-house was composed of a gymnasium, surrounded by twenty small rooms with shower-baths for the guests; a large hall, with many windows, surrounded by a covered terrace and the flat roof-garden.

"You will see that it is very convenient here to bathe, you can plunge from the diving-board there and fifty meters beyond you have a pontoon. . . ."

While we were bathing, the sky on the other side of the Sound, towards the west, began to grow red from the setting-sun.

The white-painted coast steamers filled with passengers, plying between Boston and New York, met with sailing-boats, motor-boats and steam-launches.

Hydroplanes circled around, and underneath, racing boats cut the water at lightning speed.

"Opposite us, on the other side of the Sound, is Rye," our host explained. "There are some very beautiful clubs over there. On this side, farther north, is Oyster Bay, where President Roosevelt lived."

During this week-end, Mr. and Mrs. Guthrie, received, at the same time: Mrs. Stettinius, widow of the banker, Mrs. John W. Davis, wife of the former Ambassador to England and former Democratic candidate for President of the United States; Mr. James Brown, the Wall Street banker, and Mrs. James Brown; Mr. Pavey, President of "l'Alliance française de l'Amérique du Nord." Our visit at Meudon was both agreeable and interesting.

This rest, coming after the nervous excitement of the past few days, was welcome, indeed. From my room, I saw the Sound. The air was full of fire-flies. I placed my elbows on the window-sill and drank in the calm of the countryside. We were far from New York and yet only the estate was quiet. On the road the uninterrupted noise of passing automobiles was heard; and from the Sound came the ear-splitting flashes of racing canoes, breaking the silence of the night.

CHAPTER XVII

THE PRESIDENTIAL ELECTION

When we arrived in the United States the Republican National Convention had already been in progress. The Republican Party, which is the party in power at present, had already designated their candidates for President and Vice-President. Mr. Hoover, Secretary of Commerce, the eminent statesman who after the armistice was charged with the distribution of food in Belgium and Northern France, was nominated for President, and Senator Curtis for Vice-President. The Democratic Convention was still in session at Houston, Texas.

Up to the time of the Convention, whether rightly or wrongly, the Democratic Party had the reputation of being disorganized. For this reason the country was taken by surprise when, on the first ballot, the delegates to the Convention nominated Mr. Al. Smith, Governor of New York, as their candidate for President.

Betting odds on Hoover—for over there bets are made on almost every important event—fell briskly to three to one. The odds fell to two to one when it was learned that Mr. Robinson had been nominated for Vice-President with the same show of lack of discord. The Democratic Party had demonstrated very forcefully that it was no longer disorganized.

These facts together with the composition of the platform which had been so shrewdly constructed by the distinguished Governor of New York, created the impression that the Democratic Party had a better chance of being successful in the coming election than it had ever had since the world war. In both Republican and Democratic circles the following could be heard: "The fight will be a hard one, the election will be very close."

I spoke with Mr. Martin, managing-editor of the "Philadelphia Public Ledger," concerning the chances of Governor Smith being elected: "Certain people are against him," I suggested, "because he is a Catholic. A Catholic has never been elected President of the United States."

"That makes no difference," he replied. "Religion has nothing to do with it."

I often heard the following remark: "Smith is a remarkable man, but the election of a Democratic President has always been followed by poor business. Business is so good at this time that it would be a pity to

upset it." To my mind, this was the secret of the election.

Former Ambassador Gerard, who will go down in history for the forceful and dignified manner in which he represented the United States at Berlin in 1914, telegraphed to us from Houston, inviting us to dinner upon his return to New York. We had a very interesting conversation with him at this dinner.

Mr. Gerard had just been appointed Treasurer of the Democratic National Committee. He was good enough to explain to me the manner in which the campaign funds are spent:

"In an election campaign like this, each party spends millions of dollars. Heretofore the first big expense item was for special trains to take the candidate all over the country. At the principal stations he would make speeches from the platform of his private car. You probably have seen the photographs. Today we still have this expense but on a small scale, the big expense item now is the radio.

"With the improvements made in radio transmission, Al Smith can sit at his desk and speak through the microphone to millions of people all over the United States. In the small villages, the isolated farm-houses, as well as in the large cities, his voice will be heard, not only by his friends but also by his enemies.

"The National Broadcasting Company, the Columbia Broadcasting System, and other radio companies make the arrangements for the broadcasting of

speeches. They charge about 40,000 dollars for one hour of broadcasting.

"The radio was a help to Hoover, because he is not an eloquent speaker, while Al. Smith is a marvelous orator who improvises wonderfully. If the radio does not suffice to make this talent of his appreciated, we will have him speak at public-meetings.

"The second big item of expense is advertising in the newspapers.

"We announce in the newspapers on what day and at what hour the candidate will deliver a speech over the radio. Naturally, this must be paid for. In daily newspapers and magazines we publish the statements of our candidates regarding their attitude to the main issues."

"In all newspapers?"

"Certainly. All newspapers, whether Republican or Democratic, will accept paid propaganda articles written by either the Republican or Democratic candidates, or by members of the Republican or Democratic National Committees. This does not prevent them from expressing their own opinions in their editorials. During an election campaign you will frequently see in a Republican newspaper an editorial in favor of the Republican candidates and alongside of it a paid article written by the National Democratic Committee, and vice versa.

"Other important expenses are those incurred by the State committees, the local committees, and by the

campaign agents. Then there are other forms of publicity: electric signs, parades."

In the large cities, electric signs, attached to the balconies of political clubs, bearing the names of the candidates, were flashing, surrounded by American flags. Although it was only the month of July, the campaign had already started.

A charming American lady asked of us: "Which of the two candidates would the people of France like to see elected?"

"France has friends in both the Republican and the Democratic Party. It is one of our principles not to mix in the home politics of foreign countries. Will you permit me to say to you, Madam, that we hope that, for the good of the United States and of France, the best man may win?"

CHAPTER XVIII

PUBLICITY

Mr. William T. Dewart, the distinguished general manager of the "New York Sun," very kindly gave me a copy of his excellent book of the history of his newspaper, with a charming dedication. In this book there was a reproduction of the first issue of "The Sun" of September 3rd 1833.

I have this reproduction in front of me. I open the same issue of "Le Journal de Rouen" and compare the advertisements in the two papers. They resemble each other in every respect; the size is the same, the arrangement is similar. The advertisements in each paper are ornamented with small vignettes: steamboats, large sailing-boats, houses, and stage-coaches. They have the same type, illustrated by the same kind of designs. "The Sun" advertises the departure of boats for Havre, Liverpool, Albany and New Orleans. "Le Journal de Rouen" announces the departure of boats for Havre, London and Cherbourg.

What great progress has been made since then, especially in the United States! In a preceding chapter you have read of the enormous advantage which people in America have over us in regard to their means of communication, which are within the reach of almost everyone. There is the same big difference between American advertising and ours.

An American newspaper, which sells from two cents (50 centimes) to five cents (1 fr. 25) contains, every day, from ten to twenty pages of advertising. For example, the John Wanamaker Stores at New York and Philadelphia, which correspond to our large department stores in Paris, publish daily throughout the year two advertisements of a page each, in all the large New York and Philadelphia newspapers. Their customers are thus acquainted with the bargains they offer every day. Tobacco companies, manufacturers of cigars and cigarettes, automobile companies, and all sorts of commercial and industrial enterprises without exception, publish daily large advertisements in the newspapers.

One of the most important manufacturers of the United States said to me: "All of our business enterprises, without exception, advertise. We owe the development of our commerce and industry to advertising; it is largely responsible for our present era of prosperity. This is the manner in which we proceed: first, we establish the business on a solid foundation. . . ."

"What do you mean by foundation?"

"The organization of the factory, the cutting-down of the overhead expenses to a minimum, so as to manufacture at the lowest possible cost. When your figures show that you can deliver your goods at a profit the problem is solved. You then organize your commercial and financial services. The rest is up to the publicity department.

"The money we spend in advertising is not wasted; it brings results if it is well spent. The advertising agencies no longer propose to us bill-posters and the small magazines which are profitable for them but ruinous for us. We do not divide up our money among too many mediums. First, and above all come the large daily newspapers; after that the important weekly magazines. If the advertising is done in this manner, you cannot imagine the results which can be obtained. . . ."

"I can imagine very well indeed. But I must say that one sees a great many posters and electric signs over here."

"Very true. The electric signs along Broadway or in other cities throughout the country are used to recall to the minds of the people the name of a product; they are complements to the newspaper and magazine advertisements. You no doubt have noticed that the posters are often surrounded by electric lights, so that they can be seen day and night. This is the only way a poster can have any value. We use them,

but not a great deal. My thirty years of experience have proved to me that the best mediums of publicity are the large daily newspapers and the important weekly magazines. It is only through these channels, which lead to the offices and homes that we can reach the consumer.

"Advertising, by creating a larger demand, stimulating purchases, helps the manufacturer to pay off the cost of his machinery, to lower his manufacturing costs and consequently his price to the retailer, and this lowering of the price to the retailer permits him to sell at a lower price to the consumer and consequently to sell more merchandise, thereby earning more profits. It is the consumer who eventually benefits."

Each day, during the month which I spent over there, the statements of this manufacturer were confirmed by leading manufacturers and leading business-men.

When I visited the "New York Times," its distinguished publisher, Mr. Adolph Ochs, who began with a small country newspaper and who now manages the most important newspaper in New York, conducted me through the wonderful building which his paper occupies. After having been presented to Dr. John H. Finley, the editor-in-chief, I visited the advertising department, accompanied by Mr. Wiley, the business manager.

On the wall, in front of which the heads of the ad-

vertising department gather every day, are a black-board and a chart.

On the black-board are written the number of lines of each kind of advertising published in that day's issue. Opposite these amounts are the number of lines of each kind of advertising published in the four most important newspapers of New York City. I read the various headings: "Classified Advertisements," "General Advertising," "Financial Advertising," "Club Notices," "Churches."

"Do churches advertise?"

"Churches advertise a great deal in the newspapers to announce the hour of their services, the days for the celebration of certain rites. . . . Certain religious bodies pay for the insertion of special articles."

Alongside of the blackboard was a large white sheet of paper, on which a red line rises slowly and steadily: it was a chart of the increase in the amount of advertising published each year in the "New York Times."

The following figures struck my eye: 1896: two million lines; 1914: ten million; 1919: twenty-four million; 1924 twenty-six million; 1927: thirty million. At this rate the advertising figures will soon reach the sky.

CHAPTER XIX

A GREAT CONVENTION

We were in the dining-car of the train carrying us to Detroit, and a coffee-colored negro was arranging the tables. He placed large and small dishes, and an assortment of knives, forks and spoons on our table.

"I will show you," said Knecht, "the results of exaggerated standardization. Move one of the dishes, a knife, a fork, a spoon, or one of the glasses from its place and you'll see that the negro waiter will stop in his work to rearrange it. Try it!"

Renier changed the place of his small bread-plate. The negro stopped his work, put down the dishes he was carrying, replaced the dish in its original position, took up his dishes and continued with his work. I, in my turn, changed the place of my dessert-dish; the same thing happened: the negro waiter rearranged the plate before continuing with his work. The trick worked every time, and it afforded us considerable amusement. Knecht was overjoyed at this proof of his statement.

After riding all night, we reached Detroit about 11 A.M. It is in this large city, the center of the automobile industry, where the Convention of the Advertising Clubs of the World is to be held.

This Convention is an extremely important one from every point of view, for, as you have seen, advertising occupies one of the most important places among the activities of the people of the United States; it is not simply a reunion of the members of advertising agencies and of advertising solicitors. The three thousand delegates are composed of the heads of the large industrial and commercial enterprises of the United States who advertise (they all advertise), the heads of the newspapers, members of the advertising agencies, those who map out the campaigns, carry out the projects, buy the space, and write the advertisements; advertising solicitors.

Each category of delegates met separately to thresh out their problems. During the Convention there were three or four general sessions to bring their points of view into accord.

The French Delegation was received at each of the meetings and at the general assemblies. Each one of us took his turn in addressing the assembled delegates. We outlined the opinions of the French press regarding certain technical and professional questions. We were always very well received.

The program arranged for the delegates included visits to certain industrial establishments of the city,

the population of which numbers more than 1,500,000 and increases daily.

We profited by the occasion to interview the heads of large business enterprises, delegates to the Convention. During the four days we spent at Detroit we talked with Messrs. Chapin, President of the Hudson-Essex Motors, Alfred P. Sloan, President of the General Motors Corporation, and Edsel Ford. We visited the offices of the General Motors Corporation, which are housed in an immense building; Ford's automobile factory, situated at Fordson and which is three and a half kilometers long and two kilometers wide; Ford's airplane field; the track used for try-outs by the General Motors Company, and the Graham-Paige and Hudson-Essex factories. Everywhere we noticed the wonderful results obtained by the standardization of men and material.

As at all American conventions, many social events were arranged. We had a boat ride at night on Lake Saint Clair, cinema and theatrical performance.

To our minds, the most important event of the Convention was the speech of Mr. Alfred P. Sloan, president of the General Motors Company, in which this great industrialist explained very clearly that advertising lowers the cost of production by creating a larger demand.

While we were in the United States, the General Motors Corporation published each day a quarter of a page of advertising in a large number of newspapers,

the text of which was devoted entirely to urging the public to buy used cars. There was very little text used and a great deal of white space; the type employed resembled the lettering employed upon monuments. The wording of the text was changed in each insertion, it was clear and to the point. The name of the General Motors Corporation appeared at the bottom of the advertisements in very small type.

"What is the real object of these advertisements?" I asked of Mr. Sloan.

"We are trying to create a demand for used cars on that part of the public which cannot afford new ones. The man who sells his used car, buys a new one. The man who has bought a used car, has seen the advantages offered by an automobile, and he has a desire which he must satisfy. He is a potential customer for a new car. Do you see the result of a campaign like this? We obtain two customers instead of one."

"It is really a splendid idea. Do you use the radio as a means of advertising?"

"Not very much: this form of advertising does not produce very good results. This has been and always shall be but a complementary form of publicity. The newspapers are the only mediums responsible for our success. Through them we accomplish what we are after, we reach the entire family. The father of a family of children, who holds on to an automobile which is out of style, is nagged at by them until he buys the latest model. You know how that goes? And what

is true of the automobile industry is true of all other industries.

"I believe that the delegates to this Convention, which has brought together so many important people from all parts of the world, will leave Detroit firmly convinced that advertising is one of the most important factors in the success of any industrial or commercial enterprise."

CHAPTER XX

A GREAT INDUSTRIAL ENTERPRISE

Facing Canada, on the right bank of the river which unites Lake Saint Clair with Lake Erie, the city of Detroit rises up majestically towards the sky. Thirty years ago Detroit was a small quiet city, today it has a population of more than 1,500,000 and will soon reach 2,000,000 inhabitants. Provisions were made for the growth of the city when the original plans were drawn up, large open spaces and many trees were left.

Detroit has developed in proportion to the development of the automobile industry. In the city proper, and in the suburbs are installed the establishments of the General Motors Corporation, Ford Motor Company, and other automobile manufacturers. Detroit is the center of the automobile industry of the United States, and according to the people of the United States, the center of the automobile industry of the world.

When one visits the principal Ford factories at

Fordson, a suburb of Detroit, one is impressed by the enormous size of the buildings, but the work carried on inside of these buildings is no more interesting than it is in any other factories of this kind anywhere else, in the Citroën factories for example. We had the same impression about all the other automobile factories which we visited over there. There was nothing extraordinary in the way of mechanical construction or factory organization. That which impressed me most at Detroit was the organization of the General Motors Corporation. To my mind this company represents the real type of a large American enterprise.

Mr. Alfred P. Sloan, who had invited us to dine at his charming home in Great Neck, Long Island, was in Detroit for the Convention of the Advertising Clubs of the world. He invited us to his office in the General Motors Building.

This building is in the heart of Detroit. The main portion is about two hundred meters long and twenty stories high; it has eight wings, all of the same height (four on each façade) separated from one another by large open courtyards. This plan of construction provides the maximum of air and light, as all the rooms in the building face the outside. The offices of all the various departments of General Motors Company are located here. On the upper floors a restaurant for the employees and bedrooms for visiting directors. Below are the offices and meeting-rooms. On the ground

floor, facing four streets, are the show-rooms of the products manufactured by the General Motors Corporation.

Mr. Alfred P. Sloan said to us: "We have grouped here, underneath our thumbs, all the administrative services of all the organizations of which our corporation is composed. We control eight different makes of automobiles.

"Each associated company manufactures a single type of automobile. We have a range of cars from the small, cheap car to the large luxurious one. Each company is allowed to use its own initiative in the organization of its factory, employees, mechanical improvements and advertising. But the financial, commercial, general publicity and general experimental services are centralized here under the direction of the heads of the corporation.

"It has taken a long time to establish firmly the foundations of this enterprise. Today it works as we planned that it should work. Look at this chart. If our projects are realized—and there is no reason why they should not be—the General Motors Corporation will have manufactured two million automobiles during 1928. . . ."

"Two million cars per year. . . . What will be your receipts for the year?"

"More than two billion dollars."

These figures give food for thought. The General Motors Corporation is the largest manufacturer of

automobiles in the United States, but Ford also makes a few cars, and in addition there are a number of other manufacturers. We might state in passing that Graham-Paige manufactures from three to four hundred six and eight cylinder cars per day. You can see from this that the "other manufacturers" are not negligible quantities.

What an enormous production! All the other branches of commerce and industry—with the exception of the textile industry, which is passing through a crisis—are in the same prosperous condition. Can this enormous production which is constantly being increased, continue to be absorbed? This is the question which comes immediately to the mind if one studies the situation.

"Our advertising constantly creates a larger demand," continued Mr. Sloan. "The campaign which we are carrying on at the present time in which we are urging the public to buy used cars benefits all automobile manufacturers. So much the better, for the more cars are sold the more cars we shall sell."

"But are you not afraid that the market will become saturated?"

"The possibilities of our home market are unlimited. Our country is a continent."

"I agree with you, but you must not forget that the population of the United States is only about one hundred twenty million inhabitants."

"There are the foreign markets."

"Do you think that these foreign markets will remain open indefinitely to a country which is constantly raising its tariff duties?"

"Certain problems will no doubt arise one day, but I do not think that this day will come very soon."

The optimism of the people of the United States is extraordinary. They have been enjoying an era of unheard of prosperity and sincerely believe that this happy state of affairs will continue for some time to come. I hesitate to formulate a definite judgment concerning this subject, but it appeared to me that the prosperity of the country is due, in a large measure, to an unreasonable amount of squandering on the part of the people of the United States. If Mr. Hoover raises the tariff duties to any great extent the foreign markets may be quickly closed, and a crisis may perhaps not be very far distant.

CHAPTER XXI

EXAGGERATED PROTECTIONISM

It is easy to understand why the tariff policy of the United States should be a policy of protection. America suffices unto itself, it is a country which produces enormous quantities of grain, fruit, live-stock, wool, cotton. It even exports immense quantities of grain and meat. Its land is rich in oil and minerals. In various parts of the country powerful water-falls supply electricity. With the exception of rubber and a few exotic and special materials, it can supply all the material necessary to keep its factories going. It has need of no other country to live, and for this reason it has a high protective tariff. But, on the other hand, it has need of foreign markets to dispose of its excess of agricultural and industrial production.

The business interests of the country protected by a high tariff seek to capture the foreign markets in order to be able to increase the production. This policy does not vary. This is what the business-man desires: a

high protective tariff for the United States and an open-door policy for the other countries. "At home protectionism, abroad free trade." Why not? One is greatly surprised to find that this idea, which appears childish to us, represents the serious thought of many important business-men.

The majority of the men of affairs are counting on the success of Mr. Hoover, and they tell you flatly that if the Republican Party remains in power the tariff rates will be raised so that prosperity may continue. You are astonished to hear this statement followed by another statement by these same persons saying that they would consider it very desirable if France should lower her tariff rates.

The idea that the foreign markets might be closed against them does not enter the minds of American business-men. They forget the fact that it is no more than right that reciprocity should exist in business relations.

What has brought about this state of mind? Why does the business-man believe that today there is no possibility of the foreign markets being closed against him, while heretofore he was afraid that this situation might be brought about?

In the first place, because the position of the countries of Europe, which are for the most part debtors of the United States, is not favourable to the adoption of a policy of boycotting the products of their creditor. In the second place, and this is the main reason, the

European countries, with the exception of England, have displayed on various occasions since the world war the greatest possible weakness in their dealings with the Department of Commerce.

Let us consider the following incident which makes very clear the ideas of the United States concerning protectionism. The facts were told to me by our distinguished commercial attaché, Mr. Garreau-Dombasle, whose offices, like those of our financial attaché, Mr. Lacour-Gayet, are in New York, the business center of the United States. They are strictly exact.

The incident concerns safety-razor blades. At the top of the list of tariff rates of every country it is specified that articles of steel destined for exportation must be stamped by machine with the trade-mark of the manufacturer. It is easy to understand that a safety-razor blade, because of its thinness, cannot be stamped by a machine. For this reason, safety-razor blades stamped with the trade-mark of the manufacturer by means of an acid process have been permitted to enter various countries.

For example, Gillette safety-razor blades stamped in this manner have entered France and other foreign markets in large quantities. Several months ago a French manufacturer attempted to export to the United States blades similar to those manufactured by Gillette. His merchandise was held at the customs office, and it has not yet been permitted to enter the United States. For what reason?

These blades were stamped with the trade-mark of the manufacturer by means of an acid process, whereas the tariff regulations state that articles of this kind must be stamped by machine. The matter has dragged along for months and in spite of the repeated protests of our Minister of Commerce nothing has been done. Today all manufacturers know that the French Government has not resorted to reprisals, and that it has not even thought of stopping the American blades from entering France. No one is ignorant of the fact either that while our representatives continue to protest the imperturbable Mr. Gillette is selling in France merchandise, which is no more in conformity with the tariff regulations of all the nations than the merchandise of the French manufacturer. The Department of Agriculture of the United States Government has a tendency to imitate, in the name of public health and hygiene, the actions of the Department of Commerce. The friends of the United States regret to see its Government resort to such methods.

Personally, I believe that it will be dangerous for us to permit the business people of the United States to imagine that the situation which has existed for several months in regard to safety-razor blades can be just as easily brought about in regard to automobiles, electrical refrigerators, and different kinds of other machinery. The business people over there are inclined to believe that this can be done. We should do our utmost to destroy this impression.

To sum up: the average business-man in America, protected by a high tariff, not only does not bother about reciprocity, but has a tendency to believe that foreign markets should be opened to him and that there should be no question whatever of reprisals. The weakness of the European Governments strengthens this opinion. In the interest of both France and the United States we should give careful attention to these questions.

CHAPTER XXII

THE CHARM OF THE AMERICANS

"New Heat-wave Takes Lives—Ten Deaths in Detroit."

This headline, in huge, bold-face type was written across the entire first page of the newspaper spread out on the desk of Mr. Sloan. While our eyes were fixed on this sensational heading, our host said: "The United States is the best country in which to live. . ."

For each one of us the best country in the world is the one in which we were born. It is this sentiment which keeps the Esquimaux on his land of ice, the African negro on his burning soil, the Arab in his desert. We shall not try to determine which country will receive the most votes in a contest of popularity. Let us simply state that France, because of its mild climate, its natural beauty, is constantly being selected by Americans as their new home. We in France are happy because of this fact, for our country can never have too many friends.

"I insist upon the fact, Mr. Lafond, that this is the best country imaginable to live in."

"Your magnificent country" I answered, "has, beyond a doubt, a great many attractions. But we are probably not of the same opinion in regard to the nature of these attractions. While I am greatly impressed by the hugeness of everything in the United States, I do not consider the machinery which is employed in your factories as anything extraordinary. In France, in the provinces 'Nord,' 'Alsace,' 'Est,' in the suburbs of Paris, in Normandy, you can find factories comparable with yours in regard to equipment. It is not the mechanical equipment of the factories of your country which is marvelous, but the spirit that animates the entire population. This is the great difference between the United States and Europe. It is this willing spirit displayed by almost everyone which gives an incomparable charm to your country and distinguishes it from any other country in the world.

"It is a pleasure to live among a people animated by such a spirit.

"The good humor, the willingness, the desire to be useful, to be efficient, the lack of jealousy, to be found everywhere in America, are the principal elements of the great force of your wonderful country. They are the secret of your prosperity, the reason why we so greatly admire the United States.

"Ever since I have been here I have not been able to discover the slightest suspicion of hate."

"What you say is quite true, jealousy is almost unknown here. Everybody, by being efficient, can succeed; there are still a great many opportunities. I believe that you have met one of the Fisher brothers?" Mr. Sloan asked suddenly.

"Yes, the body-makers of the General Motors cars, very charming fellows."

"Do you know the history of the five Fisher brothers?"

"No."

"Less than ten years ago, the oldest of them was an itinerant carpenter. As the servants in this country will do no other work except that which is strictly what they consider their duty, if you have to drive a few nails into the walls, it is useless to ask them to do it, and you must call in a carpenter, who comes with his tools strung over his shoulder. This is the work in which the eldest of the five Fisher brothers was engaged.

"The second eldest was a blacksmith, the three others were not yet old enough to go to work.

"The two older brothers came to Detroit and made their first automobile body. Today the five Fisher brothers have a factory which makes sixty thousand automobile bodies per week. They are members of the board of directors of the General Motors Corporation. They supply all the automobile bodies used by our company and furnish them to other manufacturers as well. They are fine boys. The five of

them have one of the largest fortunes in the United States. They control the Baldwin Locomotive Works, they are worth today at least four hundred million dollars. They are received in the best society. Their friends of former days, instead of being jealous, are proud of them."

Because of their good humor the people of the United States keep looking young. It does not take very much to make them laugh and they laugh wholeheartedly. The people in the factories, in the offices, are light-hearted, but they work conscientiously. Each one strives to become as efficient as possible in the work which he performs in the hope of obtaining advancement, and of climbing up the social ladder; for a man's position in society is based, for the most part, on the kind of work he does and the amount of money he earns.

At the theatre, you are at once impressed by the conscientiousness displayed by all the actors, from those who play the leading rôles down to the most unimportant super. Each one does his best to make the performance a success.

At the Ford factories or any other factory you will see the same display of willingness on the part of everyone.

Lucien Romier states in his book: "In the United States you must possess wealth to enter society, and your position in society is based upon the amount of

your wealth." This statement is well worded and true.

The workingman is happy, the man who works with his brain is well paid and has his place in society. In most cases a man eventually finds the kind of work for which he is best suited, and as a rule everyone is well paid. Everyone, especially in the Northern part of the United States, appears to be contented. Can the people of France imagine how charming a country can be in which everyone seems satisfied with his lot? It is wonderful to see.

CHAPTER XXIII

THE STANDARD OF LIVING

The reason why the United States has a charm so distinct from that of any other country is due to the fact that over there there are no social problems. It can be truthfully said that in the United States each person upholds the social class of which he is a member and does everything in his power to further the interests of this class. This remarkable state of mind permits each class to build high hopes for its future.

I questioned Mr. Vilgrain in order to learn whether or not the same conditions which I found in the Eastern part of the United States existed in the western and central parts of the country. He told me that the good humor and willingness displayed by the people seem to be the same everywhere.

"This is what happened to me in San Francisco," he told me. "After leaving the train, I got into a taxicab. There was some delay with my baggage. I said to the chauffeur: "You will have to wait a few minutes.'

'That doesn't matter,' he replied. 'Will you have a cigarette?' That cigarette gave me a great deal of pleasure. It proved to me that this chauffeur had no feeling of animosity towards me because I was able to pay for a ride in a taxicab."

The relations between employers and employees, between store-keepers and customers are extremely cordial. There is a great deal of familiarity between people in different walks of life.

Everyone works hard and seems to like his work. The eagerness and willingness displayed by everyone in his work, which the Americans call, "the taste for work," the desire to serve, to be useful, to become proficient is apparent everywhere.

There is a higher standard of living among the people in the United States than among the corresponding classes of people in any other country. This state of affairs seems to have destroyed all feelings of hatred and envy.

It is very difficult to give an exact idea of the salaries paid over there. There is a large difference between the salaries paid in the North and the South. Mr. André Siegfried states that during the years 1925 and 1926 unskilled laborers earned on an average three to five dollars per day, skilled laborers from five to ten dollars. A worker in the spinning-mills of the South was paid two dollars and lodging for eight hours of work; a worker in the textile mills in New England States received four dollars, without lodging, per day;

a farm-hand earned forty-six dollars per month (no food and no lodging) outside of the harvesting season and three dollars per day during the harvest. Since 1926 conditions have not greatly altered.

Before comparing the salaries paid in the United States with those paid in France we must compare the cost of living in the two countries. Since 1914 there has been an increase of more than 70% in the retail prices in the United States. At the present time, a dollar will buy no more over there than what you can obtain in France for 8 to 12 francs, according to the kind of articles purchased.

Being well paid, the workingman in the United States gives the best he has. In the resolution of the forty-fifth annual convention of the American Federation of Labor, the following phrase is to be found: "The real interests of the workingman and of the whole population of the country are served by a production which constantly increases, both in quality and quantity, and by the payment of salaries which will permit the workers to buy the necessities of life and enjoy some of the pleasures and benefits offered by the circle in which they live. . . ." This is quite different from the European workingman's conception who imagines, or rather is often made to imagine, that the more he earns the less he will have to produce, and that he need not bother about the result which this calculation may have for his employer. Conditions in the United States show that the well-paid workingman

is a good collaborator and a good consumer, for he gives back to his employers a great deal of his salary in the form of purchases. Because of the good salaries people in America are accustomed to comfort and consumption is enormous.

With the exception of the poor quarters of the large Eastern and central cities, and the quarters of negroes and Mexicans, we do not exaggerate in stating that nearly all the houses are equipped with modern comforts. You must not think, however, that everyone lives comfortably overe there. The slums, a disgrace of all large cities, exist also in the United States. Instead of dating from the fifteenth and sixteenth centuries as in France, the poverty over there dates only from the nineteenth century, but it is, nevertheless, not less hideous. There are beggars in the streets and a large number of unemployed.

If one wishes to give an exact account of the conditions in the United States, one must not forget to mention these clouds on the horizon of American prosperity. However, these clouds do not alter the fact that a large majority of the working class is very well off. The statistics which I have seen prove that the workingman in the North earns more than he spends, and that, because of the large development of the sale of merchandise on the installment plan, he is able to buy an automobile, a house, a gramophone, a radio, a life insurance policy, and, in the last few years, even has been able to buy stocks.

Forty years ago Lord Randolph Churchill said: "If you want to create a spirit of saving among the people, pay them sufficiently so that they can save." In the United States this is being done.

When I inquired whether strikes or popular uprisings occurred at times, I was told: "Not very often and this for several reasons: the workingman wishes to maintain his standard of living; he has purchased a great many articles on the installment plan and should he be unable to make his payments the proprietors of these articles have the right to seize them; he may be an immigrant himself or the son or the grandson of an immigrant and he does not want to take the risk of being deported; finally, he is contented with existing conditions under which he has the chance to succeed."

The employer who made this reply knows France and the conditions under which our working classes labor. He added: "The workingman in America is very happy, but a manufacturer is not guided by sentiment in his treatment of his employees. I was astonished to read in 'Bernard Quesnay,' by André Maurois, that an employer did everything in his power to find work for his employees during the crisis of 1921. That might happen in France, but not here. For example, when Henry Ford, who is a philanthropist, decided to discontinue the manufacture of his old model, he closed his factories for several months, during which time he had to perfect his new model.

This sort of thing will perhaps never occur in France. We are free to act as we choose in regard to our employees, just as they are free to act as they choose in regard to us. It often happens that a workingman, an office employee, or one of your collaborators who has been in your employ for twenty years or more tells you on a Saturday: 'I am sorry to have to leave you. I'll not return Monday.'

"That's the way things go here. Another thing. When a business over here does not prosper well, bankruptcy proceedings are instituted. It is much easier to start over again. In France you would not do that.

"In France, if a business man should do this, people would say: 'He has lost money which belonged to the stock-holders,' while in the United States people say: 'He had no luck,' and that is all. It is just a different way of looking at things."

CHAPTER XXIV

THE CO-OPERATION BETWEEN LABOR AND CAPITAL

Mr. André Siegfried states in his book: "The workingman in the United States is contented with his lot because he is paid a salary sufficient to permit him to live comfortably, and he desires no change in the present excellent situation, instead of trying to destroy by revolutionary means the social structure which protects him." There is absolutely no social unrest in the United States. From a political and economic point of view this is a great blessing to the country.

Before my departure for the United States, I had heard a great deal about the co-operation between capital and labor, and about the participation of employees in the profits. I had a long conversation upon this subject with Mr. William T. Dewart, the distinguished general manager of the New York "Sun," who has made a study of this matter.

Matters are arranged in such a way that the employees can not obtain effective control of the company.

The following method is the one most frequently employed: A certain number of the stock is reserved for the employees. The number of shares which are given or sold to an employee depends upon the position he holds. These shares pay either a fixed interest of from six to eight per cent or a dividend. Should an employee, who owns stock in a company, leave his position for some reason or another, he must sell back his stock to the company which pays him the market value of the stock. The amount of stock which is thus put in the hands of the employees of a company rarely ever exceeds one-fourth of the total amount of shares, it is more often between one-fifth and one-tenth.

"This is the best way," Mr. Dewart said to me, "of reducing waste in an organization to a minimum, as each employee tries to increase the profits of the company. It was very difficult to legalize the selling or giving of the shares on condition. But a way had to be found, for a company could not risk the chance of finding itself in the control of persons who were no longer in its employ. The way has been found and the companies are protected."

I should not like to form a definite opinion on this subject. I have interviewed foremen and workingmen and while they did not belittle the advantages offered by the plan, they did not seem greatly impressed by it. They prefer to buy the shares of the respective companies that employ them or those of

other companies in the regular way through a stock-broker.

Mr. André Siegfried, in his book, "America Comes of Age," states that in 1923 sixteen per cent of the employees of the United States Steel Company were owners of shares of common stock, thirty-three per cent of the employees of the Goodyear Tire and Rubber Company, seventy-five per cent of the International Harvester Company, ninety-five per cent of the Firestone Tire and Rubber Company, and almost one hundred per cent of the employees of the Procter and Gamble Company. They come very close to being co-operative companies.

Many of the most important companies in the United States view favorably the buying of their stocks by their employees on the open market. Since 1923 the amount of money in the savings banks and the number of investments made annually by the working classes have increased considerably. The figures given by Mr. André Siegfried are greatly surpassed today. Labor, brains and capital work together, hand in hand. The Stock Exchange in Wall Street has brought them together. The American system negates Socialism.

He who works for someone else will be a proletarian all his life, says the doctrinaire European Socialist. In the United States there are no proletarians. The class struggle has as little sense for the

American laborer as State capitalism, with its redistribution of wealth and monopolies.

There are no revolutionary parties over there. Two political parties, Democratic and Republican, are struggling for power, but the majority of the people of the United States do not pay much attention to political questions.

The important question for everyone is the economic question. It is the prosperity of the country which counts above everything.

CHAPTER XXV

BUILDING CONSTRUCTION

"Everything goes up when the buildings go up," says a French proverb.

If one should judge from the number of buildings which are in the course of construction in the United States, the country must be very prosperous. The construction of buildings is in proportion with the prosperity of the cities. It is really astonishing to see the amount of building activity in America's great industrial centers.

Those of my readers who had the good fortune to hear the lecture, accompanied by a film, on modern construction work, which was delivered last year at the "Société Industrielle de Rouen," have a good idea of the methods employed by the building contractors in the United States. In the Eastern cities, whose soil greatly resembles that of Brittany, the foundations are constructed on solid rock. Powerful steam-shovels are used for all excavations, even for buildings with

a small frontage. In New York, on Park Avenue, I saw an enormous steam-shovel operating one yard from a twenty-story building. In the cities whose soil is alluvial, the foundations of the buildings are made of piles, covered with a heavy layer of reinforced concrete.

As a general rule, the steel beams of the buildings are fastened directly on these foundations of rock or concrete. The pieces of steel which form the girders and braces are numbered at the mills and need only to be put together. All the girders of a building are of steel; they are wide and massive at their base and grow gradually narrower and thinner. The walls are made of a combination of brick and a special composition which imitates stone and looks very pretty.

Aided by hoisting machines and cranes, the steel skeleton of a building is rapidly put together. While this is being done the floors are laid. Very often, one of the middle floors is built first, from there a group of masons work upwards toward the roof and another group work downwards toward the main floor. The work goes quickly forward, and passers-by are astonished at the rapidity with which the work advances. The windows are made with sashes, like those in England, the frame-work and ledges are of steel or bronze.

The steel-workers perform wonderful feats of boldness and adroitness. Passers-by are constantly being

entertained by the prodigious performances of these equilibrists executed at vertiginous heights.

One can obtain an idea of the various elements of which the population of the United States is composed by making a visit to a building under construction. The excavators and the masons are Italians, the steel-workers are Anglo-Saxons, the metal-workers are Czechoslovakians and Hungarians, the electricians are Germans, and the interior decorators are for the most part French. Bronze is used to a large extent in the interior and exterior decorations of the buildings, the framework of the windows, the doors and banisters. Sometimes marble is combined with the bronze. The lobbies of the hotels and the entrances to the buildings are as a rule heavily decorated with bronze, and a rich and pretty effect is obtained.

Czechs and Hungarians are specialists in bronze. While in Europe groups of Bohemians visit the various countries, living picturesquely on the repair-work they do on copper kitchen utensils and other copper objects, in the United States, men of these two nationalities are at the head of the bronze industry. At the present time, the bronze king is John Polachek, a very American name.

The arrangement of the interior of the buildings does not differ much from that of Europe. The only real difference is that there is no monumental stairway in most of the buildings in the United States. The "grand escalier" is replaced by two, three or four ele-

vators and sometimes even more, according to the size of the building. Do not conclude from this that the buildings have no stairways. They have. There are several stairways in every building. These stairways are made of metal and on each landing there are fire-extinguishers.

In the construction of the buildings, everything possible is done to prevent fires, unnecessary vibrations and noises. The ceilings and floors have a very thick coating of cement and plaster. The metal framework is massive and the walls are thick. The machines in a workshop situated on the fifteenth floor of a building do not annoy the other occupants of the building.

When I returned to France I spoke of these things to an architect employed by some of my friends. He said to me: "Do you know the story of the Paris cab-driver and the American? One day, an American hailed a cab in Paris and said to the driver: 'Show me the sights of Paris.' They came to the 'rue Royale.' 'What is that?'—'That's the 'Madeleine'.' 'How long did it take to build that church?'—'Oh, many years.' 'In the United States, we would have built it in a year.' In front of the 'Invalides,' the same questions were asked and the same replies given. 'We would have taken less than ten months to build that, the gilding on the dome included.' The cab arrived in front of 'Notre Dame'; the American said: 'What is that? How long did it take to build that?' The cab-driver turned around and said quite unconcernedly:

'I don't know what that is. I passed by here yesterday morning and then there was only an empty space there.' "

Even though it may displease European contractors, it is incontestable that we are behind the times in regard to construction work. The mechanical equipment of the American building contractor is well perfected. The high salaries long ago necessitated to do away with shovelling and the transportation of materials by hand. Machinery is master, even in the construction of small buildings. They employ, no doubt, the same technical methods in their construction work as we do here, but there is this difference, that modern methods are used throughout the country. The building contractor of the United States, supplied with enormous steel girders by mills whose equipment permits them to make girders of this kind, demands a high price, but he builds quickly, solidly and well.

CHAPTER XXVI

CREDIT

Each time that I requested my bill in the restaurants, it was presented to me on a plate, with a pencil. I never took advantage of the offer which was thus made to me to sign my bill, but our American hosts most of the time signed it, and paid nothing except a tip.

"When do you pay?" I asked one of our hosts.

"At the end of the month, or every three months," he replied. "Almost every New York businessman does the same thing. I belong to five or six clubs in different parts of the city. At lunch-time I usually go to the nearest club. In the cloak-rooms, wash-rooms, restaurants of our clubs, signs are posted which state that it is forbidden to give tips. I take my lunch and sign my bill. I return to my office. In the evening, if I take my dinner at a restaurant where I am known, I sign my bill again. I never carry much money with me, only a few bills and a little change to pay such ex-

penses as a taxicab or a newspaper. That's all I need. At the end of the month the restaurants send their bills to me and I send them a check. Every three months I receive the bills from my clubs and I settle by check. It is sometimes hard to swallow these sums at a single gulp, but it is more convenient."

In the morning, at your hotel, you telephone for the newspapers. They bring them with your breakfast. You sign a card on which is written everything served to you. Should you want to go to the theatre, the hotel office buys and pays for your ticket; if you wish to leave on a trip, the hotel clerk reserves your seat and pays for it; the money for your telegrams is advanced by the hotel. You sign a slip of paper and that is all. At the end of the week, or at the end of your stay they give you a bill for the whole amount.

This system is in practice throughout the country. There are few persons who have no credit, except perhaps during a financial crisis. Selling on the installment plan has grown to enormous proportions, and it is owing to this method that so many laborers have been able to buy automobiles. In the family of a workingman often the father and all the elder sons have an automobile. It frequently happens that in the families of the middle classes the husband and wife have their own cars.

The people over there pay no attention to the countless automobiles which are to be seen everywhere. On the other hand, passers-by will stop to look at a man on

a bicycle because it is such a rare sight. This is the result of the system of the installment plan.

Most laborers in the United States have a bank account, and they pay by check. Like the rich men, they carry very little money with them. Credit is given to a workingman just as easily as it is given to a rich man. People over there do not contract debts lightly and they meet their obligations. Checks are accepted nearly everywhere because the fear of the severe and immediate punishment which is meted out, keeps a man from issuing a check without sufficient funds. There are two methods by which articles are sold on the installment plan.

The method most in use is that by which objects are sold on weekly or monthly payments. At the first default in the payments, the seller takes back his merchandise. Interest is charged on the price of the merchandise, and in addition a certain sum is added to cover the seller's risk.

The second method is entirely different. Payment is made in a lump sum at the end of one or two years. In this case, the buyer gives a guarantee in the form of a mortgage on a house, a piece of land or a business. To the selling price is added the interest plus the expenses.

Mr. William L. Finger, secretary to Mr. Julius Klein, of the Department of Commerce of the United States, was good enough to show me the statistics concerning the sale of merchandise on the installment plan

throughout the United States. When he had reached the end of his explanations he said to me: "To sum up, so far as quantity is concerned, the order of importance of the objects purchased on the installment plan is as follows: furniture, automobiles, clothing, phonographs, radio-sets. One can say that almost everything can be bought on the installment plan with the exception of food products."

This system of selling has greatly stimulated business in the United States. Certain professors of economics in American universities maintain that prosperity based on business of this kind is unhealthy. It is incontestable that in the event of a financial crisis this system offers a great many risks, but most people are of the opinion that on the whole it has more advantages than disadvantages.

CHAPTER XXVII

THE PRESS

In his remarkable book, Mr. André Siegfried has committed a grave error when he stated: "It is a well known fact that the newspapers in the United States live on their advertisements alone. Under the circumstances, it is only natural that sooner or later they should come under the influence of large financial and commercial interests."

How could a man, possessed of so penetrating a mind and so well informed as Mr. Siegfried is, form such an opinion? Does the eminent economist not know that, owing to the cost of paper, a newspaper can live and be independent only through the advertisements?

In France it is because the revenue derived from advertisements is insufficient that so many newspapers have to submit to the control of political or financial groups. It is for this reason, alas, that we see almost

daily proofs of the lack of independence on the part of the newspapers toward our own Government.

Mr. Siegfried's statement naturally created a storm of indignation in the American press.

While we were over there many newspapers published translations of the incriminating paragraph which they formally denied. These few lines did a great deal of harm to this book which normally should have had great success in the United States. Among the most characteristic protests I noted those of the following persons: Mr. Frank B. Noyes, publisher of the "Washington Star" and president of the Associated Press; Mr. Cyrus H. K. Curtis publisher of the "New York Evening Post" and the "Philadelphia Public Ledger"; Mr. Bellamy, publisher of the "Cleveland Plain Dealer"; Mr. Robert MacLean, of the "Philadelphia Bulletin"; Mr. O. Taylor, of the "Boston Globe"; Mr. Charles H. Dennis, of the "Chicago Daily News"; Mr. Ralph Pulitzer, of the "New York World". Each one called upon Mr. Siegfried to produce proofs of his statement and they challenged him to name one important newspaper, or one important general manager who is under the influence of "large financial and commercial interests."

Mr. Lansing Ray, publisher of the "St. Louis Globe Democrat," expressed the opinion of the majority of the people of the United States in the following statement: "The American public would

have considered 'America Comes of Age' as a very serious piece of work, were it not for the statement it contains concerning the American press which is completely contrary to truth."

When I visited Mr. Adolph S. Ochs, who had just returned from a reception in his honor at Chattanooga, upon the occasion of his fiftieth anniversay as publisher of the "Chattanooga Times," he at once brought up the subject of the accusation made by Mr. Siegfried against the newspapers of the United States: "He accuses us of lacking courage and of being filled with greed for money. The American newspapers are the most free and independent newspapers in the world. Had he named a single newspaper or a single prominent newspaperman, we would have requested him to prove his statements before the courts. You have had a chance to study our newspapers. I do not know what you think about them, but I have no doubts concerning your final judgment".

THE MANNER IN WHICH AMERICAN NEWSPAPERS OPERATE

The homes of some of the largest newspapers of the United States are arranged as follows: the top floor is occupied by the offices of the general manager and the accounting department (cashier, book-keeping department, chief clerk), on each succeeding floor down to the main floor are the

editorial offices, library, archives, files, documents, advertising department, editorial offices, general news, cable dispatches, telephone service, secretarial offices, linotype machines, proof-readers, compositors. On the ground floor are the shipping-rooms. On the first floor basement are the stereotype rooms and the printing-presses, on the second floor basement is a supply of paper for immediate use, on the third floor basement is the reserve supply of paper.

The editorial writers write only the leading articles, they are the interpreters of the policies of the paper. Their offices are entirely apart from the offices of the local, foreign news, and the advertising department, the two last-named meet each other only in the composing room.

The newspapers of the United States are not dependent on merely a single newspaper agency for their information. The three largest agencies are: The Associated Press, at the head of which is Mr. Kent Cooper, the United Press, and the International News Service (Hearst).

The Associated Press, which is almost always designated by its initials, "A.P.", was created and is directed jointly by a large number of newspapers. Its by-laws forbid profit-taking. New members are admitted only with the consent of the old members. The "A.P." charges the same price for every member.

There is a direct telegraph service throughout the United States between the offices of the "A.P." and each member newspaper. Each member receives the same news at practically the same time.

THE MAKE-UP OF A NEWSPAPER

I have already stated that the daily newspapers in the United States are sold for two to five cents, which is equivalent to ten to twenty-five centimes in French money at the rate of exchange in 1914, or fifty centimes to one franc and twenty-five centimes at the present rate of exchange. The newspapers of no city have a hegemony all over the country, and each large city has several important papers. Almost all the newspapers resemble one another in their general appearance. Each one contains a large number of pages and a great deal of advertisements.

The newspapers of the United States publish an average of twenty to forty pages a day. Their general make-up is a compromise between the English and French newspapers. There are extremely large headlines and sometimes even pictures on the first page. The advertising begins on the second page and continues throughout the paper, quarter, half and whole pages.

The political articles are on the "editorial page," which is in the center of the paper. The policy of the parties is not clearly defined. After having read

a great many Republican and Democratic newspapers, I think I have discovered that the principal difference between them is that the Democrats stand for the political and economic minorities, while the Republicants stand for old-fashioned Americanism. They have different ideas about the tariff question and the protection to be given to the farmers. As the policies of both parties are rather indefinite, the political editorial articles in both the Republican and Democratic newspapers are confined to Bolshevism, the candidates of the two parties, and the laws in the course of preparation or which have already been passed.

The major part of the editorial articles deals with economic subjects of national, state, and local interest. It is difficult to say whether the attitude taken by the various newspapers is absolutely disinterested? On the whole, they appear to be free and independent of any outside influence.

The influence of the financial, commercial, industrial, and other organizations is enormous. All the powerful organizations have representatives in Washington whose business it is to endeavor so to influence the members of the Senate, House of Representatives, and even the President himself, that they will enact laws favorable to the best interests of the organizations which employ them. To what extent can these organizations control the newspapers scattered over such an immense

territory? Mr. Siegfried, in making such a broad statement as he did, has brought the entire press of the United States under suspicion, a judgment which has unfortunately caused a great deal of ill-feeling between America and France.

We took advantage of the opportunities presented to us of talking to various members of the press at New York, Detroit, Buffalo, Philadelphia and Washington, to clear up the situation. We did our best to get at the bottom of this matter, and we believe that we were successful.

There exist over there certain trusts which control various newspapers and publications. The Hearst trust is an example. There are trusts and trusts; has not Mr. André Siegfried confused the two? Just because there are so many large advertisers, their influence on the paper is neutralized.

This is a better system than that of some other countries where in default of sufficient advertising, large industrial and commercial groups grant newspapers secret subsidies.

Let us now continue our perusal of the newspapers and examine the other pages. We come upon news dispatches from all parts of the world, investigations, and accounts of local and regional happenings. There are many social items which to a Frenchman must appear insignificant: "Mr. and Mrs. X celebrated yesterday the tenth anniversary of the birth of their son".... "Mr. and

Mrs. Y. have left for the Pacific coast where they will remain for a few days". There are also departures for Palm Beach, Atlantic City. "Mr. Z. is in Paris. He will return in six weeks."

We come now to the letters to the editor, such as are to be found in the English newspapers. One reader protests against the condition of such and such a street, the other one against such and such a police regulation. It is similar to our page "On réclame" (complaints). Whenever a reader asks advice about a certain matter, the newspaper replies, stating what is the best course to pursue. A French paper would get into trouble if it were as independent as the American press.

We come at last to the accounts of the court proceedings where smallest details of divorce cases are reported. These picturesque details seem to take the place of the "feuilletons" of the French papers.

The liberties taken by the newspapers in these two last-named pages would appear shocking to us. Even though these indiscreet details are not in our taste, they are additional evidence of the independence of the American papers.

The newspapers of the United States have an enormous influence on public opinion in general, and local opinion in particular.

The reading of the newspapers fills one with the formidable force which is behind them. This

force is represented by thirty pages on week-days and a hundred pages on Sunday.

The circulation figures for the two most important newspapers of the United States: the "Chicago Tribune" and the "New York Times," are about 800,000 and 400,000 copies on week-days and 1,100,000 and 700,000 copies on Sundays, respectively.

ELOQUENT FIGURES

Mr. Ochs, the distinguished publisher of the "New York Times," gave me a few figures for 1927 which will permit you to form an idea of the importance of his paper. Number of employees in the editorial department: 525; advertising: 850; printing: 1,869; executives, 75; total: 3,319. Amount of paper used: 99,633 tons; amount of ink consumed: 2,250,200 kilos; average number of pages on week-days: 46.3; average number of pages on Sunday: 225.6; number of words received each day by telegraph: an average of 100,000; average number of telephone conversations each day: 7,637; average number of letters received daily: 7,000. The number of lines of advertising published during the year 1927 was: 29,710,606. On December 31st, 1927, the "New York Times" Company was capitalized at sixteen million dollars. Mr. Wiley, business manager of the "New York Times" said to me: "Our paper is well orga-

nized and everything runs along smoothly. Are those not wonderful figures?"

In the United States a former cabinet member could not have published the following statement as did a former French minister, Mr. P. E. Flandin, in the "Revue de Paris": "The Government in France has two levers to control the Parliamentary machines, the Press which forms public opinion and whose independence it must limit reasonably...." The newspapers of the United States would not tolerate such a control.

To our way of thinking, the general make-up of the newspapers of the United States and the methods employed by them, are far from being ideal. They are too standardized, and they resemble one another too much. In every part of the country they have the same general appearance. Very often the editorial departments content themselves with filling up the pages with news items more or less important. Outside of the editorial pages, the work of no particular person stands out; the reader himself must find the items which interest him. Nevertheless, the press of the United States is a force which deserves all our attention.

CHAPTER XXVIII

AMERICAN WOMEN

Before reading what follows examine closely the title of this chapter: "American Women," and not "The American Woman."

Mr. X is a young Frenchman, who after having distinguished himself in the World War, left for South America on a business trip. He afterwards settled in New York. Intelligent, active, and very well informed about market, he has become an important factor in business. About six months ago, he married the beautiful daughter of a very important steel magnate.

We were taking lunch with them in the cool roof garden of the Hotel Ritz. There were four of us: Mr. and Mrs. X., Léon Rénier, and I. The conversation suddenly turned on business.

Mr. X. said: "I must go to Buffalo in the near future to transact some grain business." His wife, playing with her beautiful pearl necklace,

asked him: "Is it an interesting affair, dear? You'll have to tell me more about it later." And she looked at the large diamond bracelets she was wearing on both of her wrists.

"Tell me, Madam," I asked, "is it true that one can get married in the United States within a few hours?"

"Certainly. For instance, a young man meets a young girl for the first time, let us say at three o'clock in the afternoon. After fifteen minutes they decide to get married..."

"Can you not allow them a half an hour more to take such an important decision?"

"If you like. But you must not forget that the marriage license bureau closes at five o'clock. So they waste no time in calling for their license, and then hurry to the office of the Justice of the Peace; if they reach his office before six o'clock which is the closing hour they can be married before dinner."

"That is really very quick. And how about a divorce?"

"A divorce takes a little longer. Certain States make divorces very difficult while others make it quite easy. It is in these states that prospective divorcees take up their residence. One can also go to Europe to get a divorce, but I have just read that a few lawyers in Paris got into trouble on account of the American divorces."

After lunch, Mr. and Mrs. X. invited us to their apartment. I was alone for a moment with Mr. X. and profited by the occasion to interview him: "Does your charming wife occupy herself with business? Why did she ask you whether that grain business was interesting? Am I indiscreet in asking you these questions?"

"Not at all. When an American girl gets married, she retains her money, over which she has full control. She does not always keep her money in the same bank as her husband, her bank account is entirely apart. When I am about to sign a contract, I speak about it to my wife, so that she can participate in it."

An American businessman keeps his estate separated from that of his wife. His signature does not bind her; should he meet with failure her personal belongings cannot be touched.

Mrs. X. joined us: "Do you know, Mr. Lafond, that even though we were married quite hurriedly, we had been engaged more than one day. On our wedding day my parents gave an elaborate garden party. I did not want to be bothered with formalities, so we did not go to the French Consulate as my husband would have liked. Under the laws of the United States we are married, but it appears that under the laws of France we are not. It is really very funny, isn't it, dear?" This

charming woman adores her husband, but in case of necessity everything is ready for a divorce.

When we arrived in Detroit we were invited to take a boat-ride on Lake Saint Clair. We took our places on a huge, white steamship, about a hundred metres in length and containing several decks. On the upper-deck was an orchestra and a jazz band; it was reserved for dancing.

I asked Knecht: "Have you read your invitation?"

"No."

"Listen to this: 'Moonlight boat excursion up the Detroit River to Lake Saint Clair, across Lake Saint Clair to Boblo Island, Ontario (Canada), where a stop will be made. The steamship Columbia will leave the docks at the foot of Woodward Avenue at eight o'clock. Wear your badge. Bring your wife or your sweetheart with you. If you have not brought them to the convention, the reception committee will find a partner for you'."

Social life!

The President of the convention, Mr. King Woodbridge, invited us to join him on the section reserved for him in the aft of the boat. It was cool, and the steamer glided majestically on the river, silvered by the rays of a magnificient moon. Two young ladies were standing nearby with their elbows resting upon the rail. Mr.

Woodbridge introduced us: "Miss X., Miss Y."

We were soon engaged in a general conversation. Suddenly I noticed that the young ladies were wearing wedding rings. "I am perhaps indiscreet, but would you mind telling me why Mr. Woodbridge introduced you as Miss X. and Miss Y. when you have wedding rings?"

"We are married," Miss X. answered, "but we are businesswomen. Before our marriage, we were known in the business world as Miss X. and Miss Y. and we did not assume the name of our husbands because the change would have done us a great deal of harm in business. So we continue to be called by our family names."

"What do your husbands do?"

"They are in other kinds of business. While we are here in Detroit, they are elsewhere. The husband of Miss X. is in San Francisco, my husband is in the South. I hope to see mine in New York in three weeks."

"Have you children?"

"No, we are businesswomen."

* * *

Mr. and Mrs. Z. invited us to dinner at the same time as Ambassador Claudel. We reached their home; Mr. Z. received us with his accustomed amiability: "Mrs. Z. has invited three of her friends to dinner. They have not yet arrived."

Mr. and Mrs. Z. are members of the business

aristocracy. They are not new rich. The do not invite everybody and anybody to their home. They have been married for thirty years. Mrs. Z. comes from an old Boston family.

The young, beautiful ladies entered the drawing-room, accompanied by a gentleman. Mr. and Mrs. W., Mr. X., and Mrs. Y. We went into the dining-room, and I was placed between Mrs. W. and Mrs. X. Mr. Y. was opposite to me.

My neighbor, Mrs. W. was an English lady, not over thirty-five years of age. Mrs. Y was a blonde, a very fine New England lady, of about the same age as Mrs. W., Mrs. X. was a beautiful Californian, twenty-five years of age. Mrs. W. said to me: "The gentleman over there on your right is my fourth husband. Both of my friends are divorced. We have no children, neither have Mr. and Mrs. Z."

* * *

In the "Revue Hebdomadaire" Mr. Ferri Pisani recounted the following incident about a laborer in America whom he had first seen quite happy and later found without work and in a pitiful condition:

"During several minutes I was tempted to ask a question, but dared not. Finally, I summoned up my courage:

" 'How is Mrs. Smith?'

" 'We are divorced,' James replied. 'There was

a painter living on the floor below us who was more fortunate, he had work for the entire winter. Mrs. Smith married him. I do not blame her. If a man wants a wife, he must be able to provide a comfortable home for her'."

* * *

I have related these various incidents in order to demonstrate the dangers which menace the American family.

This is not true of all the families in the United States. I have seen, especially among Catholics, beautiful family life. Vilgrain also has seen the same in the country districts he has visited. Nevertheless, the lack of children and the veritable divorce epidemic represent two grave problems for the people of the United States. Mr. Lucien Romier writes in his book: "The material, if one might so term them, of which the families of the United States are made, are remarkably healthy, but the framework of the family is growing weaker." Do not the incidents which I have just related certify to the truth of this statement?

CHAPTER XXIX

THE SOCIAL FUTURE OF THE UNITED STATES

What do you think of the American woman?

The American woman is very attractive. Mr. Lucien Romier states in his book: "The girls of the United States are charming, strong, and full of health, very frank and very natural." This statement is exactly right. The women over there are, for the most part, more cultivated than the men who leave school at an early age to enter business. Women are, as a rule, better informed and almost always more refined. They are well-dressed, have excellent manners—except perhaps those women who try to ape the men—and they are capable of carrying on an intelligent conversation. Society women in the United States are extremely charming.

What are the factors which are undermining the family structure?

In his book: "Qui sera le maître?" Mr. Lucien Romier, after stating that the material of which the American family is composed, is healthy, explains the problem as follows:

"The conflict between the husband and wife in regard to the advantages and social disadvantages is obvious to a foreigner. Tormented by a desire to earn more money, by an ever-increasing competition and the pitiless law of efficiency, the load borne by the man in the United States is infinitely heavier than that borne by the woman.

"The American youth is brought up with the idea that he must make money, and he has no time to dream. His sentimental faculties remain undeveloped. He has not the opportunity to "amuse himself" in the European sense. He is taught to respect women. He marries early, usually being carried away by a sudden infatuation.

"After the marriage the woman sees to it that she shall be happy. In all commercial countries, the wives are the secret rivals of their husbands' office, factory or professional occupations. But in the United States, while the wives try to deliver their husbands from the obsession of money-making for moral reasons, they push them into it for material reasons. They urge their husbands to make more money because they, as much if not more than their husbands, are intoxicated with

the desire to become rich and filled with a longing for luxury and pleasures, which they have not the time to enjoy. Always affected by the actions of the other women, the wives, overwhelmed by their freedom, spend lavishly and surround themselves with the comforts which this country offers. The stories circulated about Hollywood and the publicity given to the movements of the cinema stars also exert a certain influence on the women of the United States. It must be granted that a money-minded society does not help family life. Intimacy, continuity and savings have always been at the basis of family life. An over-exigent material life leads fatally to separation. The husband must constantly produce more to cover the consumption of his wife. Consummation and production increase, one pulling the other along with it, a state of affairs beneficial to industry but ruinous to the stability of the family.

"Stability? The American family, the roots of which do not penetrate deeply, is affected by the evils lurking in large cities. Because of the lack of servants the married couples live in hotels and eat in restaurants, buffeted about by economic changes. In things of sentiment, just as in a building, there must be an unchanging foundation, a definite point of attachment.

"Thus, little by little, husband and wife, by their own actions, are drawn farther and farther

apart, socially and physically. They see very little of each other. Even during their leisure hours, the husband goes to his club, the wife goes dancing or swimming. They go out together only to dine, until the day when the overstretched tie breaks."

The weakest part of the social structure of the United States and the part most exposed to danger is the family. What will be the future of the family and of the American society?

The women of the United States will determine the social future of the country. The destiny of the United States is in their hands.

It is upon the married women that the solidity of a people depends. The married woman of the United States will either become more and more attached to the life outside of her home, in which, by the way, she cuts an excellent figure. After twenty or thirty years a few ordeals, a crisis, a defeat will suffice to shake the social structure. Or she will take sides against the money-making obsession by a more intense culture, instruction, sentiment, and will strive to create on the part of her husband a desire for those things which at the present time he does not possess: refinement, and the durability of his family ties. In this latter case, the United States will have nothing to fear for a century. Sooner or later the soldiers of the country are called upon to defend the belongings

of the people. It is the woman who gives birth to soldiers,—not the spending woman, praised by the economists, but the woman filled with productive energy, dear to the hearts of the moralists of all times.

Which of these two paths will the woman of the United States choose? The future of the social structure of the United States depends upon this decision.

CHAPTER XXX

QUESTIONS AND ANSWERS

Are the people of the United States religious?

Station yourself opposite Saint Patrick's Cathedral, on Fifth Avenue, and watch the passers-by. Nearly every bus driver doffs his cap in passing the cathedral, a great many people take off their hats, and the policemen salute.

Religious feeling is intense in the United States. The believers practice their religion faithfully. Yet, according to statistics, fifty million people do not belong to any religion. Subtracting fifty million from one hundred and twenty, there remain seventy million who come under the influence of the ministers of the various religions. Among the fifty million with no religion, there are atheists and materialists, but the major part is composed of people who have abandoned the doctrines of the Protestant ministers. These people are no doubt in search of a religious belief which

is built upon a solid foundation. It is among their ranks that Catholicism obtains each day more and more converts.

There is an extremely important rôle to be played at the present time in the United States by Catholic priests, but it requires men who are capable and experienced.

We must not be deceived by the statistics. It is an established fact that the anti-Catholics in France have done and are still doing us a great deal of harm over there. Nevertheless, in spite of the large number of non-believers, religion flourishes today to a greater extent in the United States than in any other country in the world.

* * *

Why the mulattoes?

The people of the United States, like the people of Great Britain, are strongly opposed to the mixing of white and colored people. And yet if we compare the African colored man with the negro living in the United States today, we find that the first is black, and the second in a great many cases is discolored. One meets quite often coffee-colored negroes, at times negresses who are almost white, and mulattoes who have even rose-colored cheeks.

How does this come about?

"It is untrue that the white race has a feeling of repulsion for the black race. The inexplicable

attraction of the negress for the white man is one of the most troublesome questions confronting the people of the South," writes Mr. André Siegfried. While any union between a white woman and a negro is condemned, the contrary is not true. Often the American who refuses to ride in the same car with a colored woman is glad to meet her elsewhere, which explains the existence of mulattoes.

* * *

Why the sky-scrapers?

It is not because the price of land in the large cities is too high that gigantic buildings are being constructed in the United States. It is because it is more convenient to have offices grouped together, and particularly because the operating expenses of buildings have increased considerably. It takes three shifts of employees, each working eight hours a day, to keep the elevators going, and the same applies to central heating and cleaning.

The hotel which rents apartments furnished or unfurnished by the day, month or year, is patronized by the public because, in addition to the conveniences of the apartment-buildings, they give the services of the restaurant and the hotel office.

In order to meet the enormous overhead expenses, due to the rise in salaries, the number of

the occupants of the hotels and office-buildings must be constantly increased. It is this state of affairs which has given birth to the sky-scraper.

Buildings which have been standing for thirty years are not demolished in New York for the pleasure of re-building them, but because more stories and occupants are necessary in order to pay the increased operating expenses.

* * *

What is the principal danger of the Prohibition Law?

As this law is being flagrantly violated in all quarters, a large portion of the population, especially the young generation, will soon grow into the habit of disobeying the laws. A state of affairs which is very grave indeed.

* * *

What has made New York?

The people living in the same latitude as Lisbon, Naples, Salonica are not, on the whole, inclined to work very hard. And yet New York, the world's largest business center, the most hustling and bustling city in the world, is in the same latitude. It is paradoxical! The prodigious activity amongst the people of this city may be due to the fact that the land and air of New York City are filled with magnetic currents. Built on a foundation of rock, the whole city is charged with electricity. A man is not the same in New

York as he is in another city. In New York he is "electrified." I have seen two important members of the diplomatic corp amuse themselves by making sparks come from the tip of their noses.

* * *

What is the reason for the enormous business expansion in the United States?

The following paragraphs from André Siegfried's "America Comes of Age" will answer this question:

"If we wish to understand thoroughly the philosophy of American production, we must not forget that they have a home-market of about a hundred and twenty million potential buyers. And while the United States is the classical land of protectionism, this policy is followed only in so far as foreign countries are concerned. Behind the immovable customs barrier throughout the eight million square kilometres which comprise its territory this country follows a free-trade policy.

"Where can one find a free market of such dimensions? The natural consequence is that the manufacturer of the United States is encouraged to manufacture on a large scale. He calculates largely from the beginning, for he has before him an enormous protected market whose buying capacity is almost unlimited. As there are no hindrances from the Atlantic to the Pacific to the

movement of merchandise, each manufacturer can build his factory in the city most conveniently located for his product, whether it be Boston, Los Angeles or Saint Louis. The healthy system of free trade rendered powerless in other countries, operates within the territory of the United States as it should operate. The people of this country have solved their economic problem by the application of economic principles. Nothing is done to curtail production. Conditions which poison the commerce of Europe do not exist here. The trump cards of the United States are vision and imagination, the ability to plan on a large scale. Without this the industries of today could never have reached their present proportions."

The vastness of the home-market of the United States gives to the commercial and industrial enterprises of the country a marked superiority over their foreign competitors.

In order to be able to produce an article at a low cost, it is necessary to be equipped to manufacture the article in large quantities; there must be a market capable of absorbing the entire production of the factory and a profit on the sale of the merchandise in proportion to the amount of capital invested. Assured of a large clientèle, the manufacturer of the United States produces on a large scale and thus lowers his cost of production. He needs to manufacture only a few types of ar-

ticles, for the enormous market enables him to sell in such large quantities that he can reach a very high turnover. This specialization offers him a great many advantages.

The industries of the United States have been able to reach their present size because of the immensity of their home-market. The American industries, in spite of the high salaries paid, are able to meet the prices of their competitors in the markets of the world, because of the formidable power of absorption of this market.

* * *

Why do Americans and Frenchmen get along so well?

While the Englishman always makes an effort to conceal his emotions, always appears calm and self-controlled, the American although his imperturbability in public proves his self-control, is not ashamed of showing his feelings. "To be human," "to be good chums" are expressions which has the same meaning both for Americans and Frenchmen. This is why the people of France and of the United States, in spite of the vastness of the Atlantic Ocean, are not far apart.

CHAPTER XXXI

THE FRENCH PROVINCES AND THE UNITED STATES

A GREAT NORMAN PIONEER

For a great many French people the names of La Salle and Cadillac mean merely the trade marks of automobiles. For a Frenchman arriving in Detroit Cadillac might mean the name of a hotel, for he has seen the advertisement "Book Cadillac Hotel". To Americans, Cavelier La Salle is the name of the Norman explorer born in Rouen in 1643; Cadillac is the name of the Gascon nobleman, founder in the seventeenth century of several cities along the Great Lakes, the Marquis de Cadillac.

Cavelier de la Salle, together with "Le Père" Marquette, who came from Pont-à-Mousson, are the two great pioneers of North America. Both of them have statutes in Washington. The people of the United States have not forgotten them; on the contrary, their memory seems to grow stronger every day.

Four beautiful statues adorn the four corners of City Hall in Detroit. Of the four three represent the intrepid French explorers: Cavelier de la Salle, Père Marquette and the Marquis de Cadillac. In thus honoring these men, Detroit pays a perpetual homage to the Provinces of Normandie, Lorraine, Gascogne and the whole of France, whose history is so closely linked with that of the great American republic.

Inasmuch as the memory of Cavelier de la Salle and Père Marquette is so much alive in the hearts of the people of the United States, a brief account of their exploits will be appropriate.

Cavelier de la Salle, born in Rouen in 1643, established himself in Montreal, Canada, toward 1670. At the time when Père Marquette, who explored the Great Lakes, discovered the Mississipi River, La Salle, aided by the Governor of Frontenac and the Minister of the Navy, made preparations to explore the whole length of the river and its mouth.

After a trip to France in 1678 to complete his preparations he sailed down the Saint Lawrence River and through Lake Ontario, arriving at Niagara Falls. Then he visited Lake Erie, Saint Clair, Huron and Michigan, followed the Illinois River until he reached the Mississippi and the Gulf of Mexico. He returned to Quebec and thence to France, where in the year 1682, Min-

ister Seignelay equipped four boats for him, charging him with the more thorough exploration of the mouth of the Mississipi and the Gulf of Mexico. This second venture was not so successful. The expedition passed beyond the mouth of the Mississippi and Cavelier de la Salle debarked upon the inhospitable coast of the Bay of Saint Bernard, where, after the departure of his vessels, he was left upon his own resources. He was unable to find the mouth of the Mississipi again, and during a reconnoitring expedition, the great explorer was killed by a musket of a member of his party.

If you will examine the route followed by Cavelier de la Salle, you will be amazed at the enormous amount of territory he covered. He travelled over, in both directions from north to south and south to north, the greater part of the United States and Canada. Because of him the name of Rouen, the capital of Normandy, is known throughout the regions which he visited. When the first contingents of the A. E. F. came to Europe they debarked at Rouen.

Père Marquette was born at Laon and studied at the Royal Missions' College of Nancy. When he left college he entered the University of Pont-á-Mousson (this University was later transferred to Nancy). It was from this town on the banks of the Moselle that he left for Canada and the

Great Lakes. He was one of the founders of Detroit and Chicago.

It was at Thiaucourt, near Pont-á-Mousson that the first American soldiers fell during the world war. Thus, in Lorraine just as in Normandy, the present is closely related to the past. Our war associates of yesterday see in these two facts more than merely a curious coincidence.

While in the United States a large number of monuments commemorate the deeds of the two great pioneers of Normandy and Lorraine, at Nancy the triumphal arch of the Désilles gate is in memory of the American war of independence. The governor of Lorraine, Mr. de Choiseul-Stainville, had charged Sordgen the sculptor to plan three bas-reliefs. The first represents the battle of Nancy, the second the emancipation of the negro slaves and the third the signing of the Treaty of Versailles in 1783, which recognized the independence of the thirteen colonies and the freedom of the seas. At Metz, in the court-yard of the tribunal there is another bas-relief celebrating the independence of the thirteen colonies. It was at this spot that La Fayette, later deputy of Strasbourg and Metz, received, upon his return from the United States, the marshal's baton.

In almost all our provinces we have reminders of the bonds linking to the United States. Let us remember them. France does not realize how

effectively they can serve our cause over there.

Our own Normandy, the home of many Canadians and citizens of the United States does not cede in anything to Lorraine, which is one of the most privileged French provinces. Among so many Norman pioneers we have given America Cavelier de la Salle, the most intrepid explorer of them all.

CHAPTER XXXII

THE PAST IS WORKING FOR FRANCE

From Detroit we went to Niagara Falls. There are two ways of reaching Buffalo from Detroit, by train, which follows the Lake Erie, and by boat which crosses the lake lengthwise. We decided to take the boat. Lake Erie is not more than three hundred kilometres long and can be traversed in about fifteen hours. The crossing is made during the night.

The steamer which we boarded at five o'clock in the afternoon was not wide, but was more than a hundred and sixty metres in length, a small ocean liner. The cabins were quite comfortable.

A constant stream of heavily laden freight-boats passed us by, some were steamboats, others sailing vessels. The Navy Department maintains quite a large fleet on the Great Lakes, and it was this fleet which furnished some of America's best sailors

during the world war. Perhaps one day this fleet will be able to come out to the ocean, for the Canadians are engaged in the huge task of building a water-way from the great lakes to the Atlantic Ocean by way of the Saint Lawrence. What great progress will have been made when a steamship can go directly from Rouen and Havre to Detroit and Chicago!

The steamer moved rapidly between the glare of lighthouses. Next morning we debarked at Buffalo, the world's largest grain port.

We were received officially by Mr. Schwab, the mayor, who handed me the keys of the city for the mayor of Rouen, the birthplace of Cavelier de la Salle. "Buffalo is proud," said Mr. Schwab, "of having given the name of the great explorer of Rouen to one of its suburbs."

We passed into Canadian territory through the bridge of peace, so named to commemorate the century of peace between the United States and Canada. Our automobile followed the road bordering the left bank of the river which unites Lake Erie with Lake Ontario. Suddenly the river drops abruptly and it changes into a raging torrent. A few kilometres beyond was Niagara Falls. The noise of the two immense cascades was formidable. A light wind played on the pulverized water. We passed through a cloud of mist and were filled with wonder at the sight. It is an amazing spectacle

to see the entire mass of one of the great lakes fall from a height of sixty metres, and then speeding on to meet the other great lakes.

We stopped to contemplate the immensity of this gorgeous view and we tried to form an idea of the extraordinary force of the falls. More than eleven million litres of water are projected every second (five per cent of this quantity falls from the American side and ninety-five per cent from the Canadian side). Later on we were able to appreciate the hugeness of this phenomenon when we visited the world's largest electrical power-house on the shore of Lake Ontario, with its nine cataracts and its nine turbines, when we examined the huge abyss, the foaming whirlpools, and the raging waters rushing towards Lake Ontario.

We saw an unending stream of automobiles. Their identification plates showed that they had come from all over the United States and Canada. Niagara Falls is visited not only by tourists of all countries but many newly-married couples stop off there on their honeymoon.

We returned to Buffalo. Not far from Niagara Falls, on the road to Buffalo we saw a monument commemorating the passage of Cavelier de la Salle through this fabulous region.

While the people of the United States are grateful to the French pioneers, the memory of the

French heroes of the war of independence, La Fayette, Rochambeau, de Grasse, and many others, is still more deeply enshrined in their hearts.

One of our ministers, who played an important role in the United States during the world war, often used to say to his collaborators: "This is the type of speech to make over there. First you should speak about La Fayette and Rochambeau, then about the United States and civilization, and you should finish your speech by mentioning the United States, France, justice and humanity." His formula is very good indeed.

This gratitude towards the French heroes who fought and died on American soil for the independence of the United States grows stronger each day. The cry of General Pershing before the grave of La Fayette in Picpus Cemetery: "La Fayette, we are here!", was the expression of the sentiments of the entire population, who have really a deep affection for France.

Doctor Kunz, general manager of Tiffany in New York told us: "Jeanne d'Arc, the most admirable person in human history, symbolizes France for us. You know the rôles which Père Marquette of Lorraine and Cavelier de la Salle of Normandy, played in our history. Jeanne d'Arc represents both Normandy and Lorraine. She embodies the virtues of these two magnificent

provinces, the heroism, the spirituality, the loyalty, the idealism of France. New York has erected a statue to commemorate the great French heroine. The stones of the pedestal had been taken from the tower at Rouen in which Jeanne d'Arc was imprisoned. The soil on which the statue stands came from Domrémy, Vaucouleurs and Orléans. The statue represents Jeanne d'Arc on horseback and is a reproduction of the one standing in the Place des Pyramides in Paris. There are statues of Jeanne d'Arc also in Washington, Philadelphia, San Francisco and Boston, and soon all the large American cities will accord her this honor. For us, Rouen, where she suffered martyrdom, is Jeanne d'Arc's town. I repeat that your heroine represents for us the gallantry and loyalty of your wonderful country."

It is natural that France should occupy a special place in the hearts of the Americans, since it was not so long ago that Louisiana belonged to France.

* * *

I visited one of the government offices in Washington where I saw a large map covering an entire wall. The country was divided on the map into three parallel and vertical strips, differently colored, of about the same width. The strip along the Atlantic coast was marked the thirteen colonies; the one in the centre Louisiana,

purchased from France in 1803, to the left Rocky Mountains and the territory purchased from Mexico.

The Louisiana of former days was much larger than the territory which now bears this name. Starting at the Gulf of Mexico it comprised the land on both sides of the Mississipi up to the Great Lakes. This territory was named Louisiana by the pioneers in honor of King Louis XIV. The capital was New Orleans; the cities in this State still bear typically French names such as Saint Louis, Baton Rouge, Louisville. This enormous piece of land was ceded to the United States for a lump sum of fifty million francs. The accent of the people of Louisiana has lost its harshness and has taken on Latin softness, especially in the south. Although Louisiana was ceded by France in 1803, affection for France has always remained very strong.

The past is working for France in the United States. New ties of friendship between the two great republics were created by the world war. Seventy thousand young Americans are sleeping in the soil of France. We shall never forget them, just as the United States has never forgotten the deeds of our heroes.

CHAPTER XXXIII

THE AFFECTION FOR FRANCE

We got out of our taxicab in front of our hotel in New York. Rénier handed the fare and the tip to the chauffeur. Taking off his cap, the chauffeur said: "I see from your badges that you are French. I had the honor of fighting with the French Army during the world war. I would rather not accept the tip. 'Vive la France'." Rénier insisted, but there was nothing to be done. All three of us shook hands with the former American soldier.

This incident occurred ten years after the armistice.

* * *

The Foreign Press Association in New York offered a luncheon to the European delegates of the Convention at Detroit. The banquet was presided over by a Mexican journalist. When we came to the dessert, Doctor Albert Morawski Nawench, general representative of Polish Telegraphic Agency in the United States, knight of

the Legion of Honor, offered a toast to France. There were about fifty German correspondents in the room, a number of Hungarian and Austrian journalists and newspapermen from all the nations of the two continents. "I should like to state here to our French friends," Dr. Nawench said, "why we have a great deal of affection for their admirable country. All through its history, France, whose chivalrous spirit is admired by the world, has fought and suffered for right, justice, and liberty..."

* * *

At a luncheon in Detroit, I was placed at the table of honor between an American architect and the chief of the British delegation. My American neighbor said to me: "The poor English, they still count in the banking world, but as manufacturers they have dropped far behind, and it will not be long before they will be out of the running commercially. France knows how to adapt herself to changing conditions. What progress you have made since 1914! I have confidence in your future. We admire the manner in which you stabilized your money without outside help. Your currency is stable because it is based on your own resources, while those of other nations are based on foreign capital.

"There are a great many Frenchmen engaged in business over here and in the employ of Amer-

ican concerns. We need them because they are intelligent and broadminded. Americans and Frenchmen get along very well together. Our two countries have accomplished big things in the past, and there is no reason why they should not work together in the future. The expression, sister republics has a real significance."

I must state that, a few minutes later, my British neighbor—who had not overheard the conversation which I have just related—said to me: "These poor Americans are on the road to disaster with their overproduction. In five years England will again come into her own."

* * *

Mr. Bowman, chairman of the Board of Directors of the Biltmore Hotel and the Bowman Hotels in New York and Cuba, invited us to spend the weekend at the Westchester Biltmore Country Club at Rye, on Long Island Sound.

We left New York travelling north. Suddenly the aspect of the streets changed, the passers-by were all negroes, the shop-keepers were colored people, and even some of the policemen were negroes. We had reached Harlem, the home of the negro population of New York. After riding an hour and a half, we reached the Biltmore, which is, no doubt, the most beautiful country club in the United States and perhaps in the world.

Within the grounds of the club, are two golf

courses of eighteen holes each, a course of nine holes, two polo courses, a race-track, several tracks for athletic exercises, a large track for jumping competitions, and several gardens specially arranged for children. On the grounds surrounding these courses the members are permitted to build villas if the plan of the architects is accepted by the Aesthetic Commission. In the center of the immense domain is a hotel with five hundred rooms, each with a bathroom and small salon attached, all reserved for the two thousand members of the club.

It was a beautiful Saturday night and everybody seemed to be dining out-of-doors. On the main floor the large dance-hall was peopled with couples dancing to the strains of an excellent orchestra. It was a charming picture.

We took our places at our table. I was seated at the right of Mr. Haggerty, President of the club, Knecht at his left, Mr. Bowman had Rénier and Vilgrain flanking him. The conversation was exceedingly cordial.

Suddenly Mr. Haggerty, who is one of the most important brokers of New York, took me by the arm and said: "The affection we Americans have for the people of France is instinctive. It is difficult to explain, but is very profound. Two of my brothers were killed in France during the world war. My family is proud of them. The debt

question has created a certain amount of ill-feeling between the two countries which should be eliminated. France has a special place in the hearts of the American people. She represents to our minds and hearts something else than that which the other nations stand for. Our feelings towards England, Italy, and the other countries are not the same as the sentiments which we cherish regarding your country."

They served us an assortment of magnificent fruit for dessert. Mr. Bowman asked me: "What do you think of this fruit, these grapes?"

"They are wonderful. They, no doubt, come from California?"

"They cannot compare with the fruits of your country," Mr. Bowman said. "They are lovely to look at, but they have no perfume. Your fruit does not look so well perhaps, but what a taste it has! Ah, my friends, what a wonderful country France is! I love it! France has a perfume which is distinct from that of any other country. Each province has its special flagrance. Even if I were blind I would recognize Normandy by the odor of her grass and trees. When we drink a glass of French wine or brandy we seem to see the fertile soil which produced them. The liquors of no other country can compare with those of France."

The affection which the people of the United States feel for France manifests itself in a thou-

sand ways. If the American makes and spends a great deal of money, he also gives freely. He has given largely to restore the historical buildings of France. He does all that is in his power to lighten the sufferings and misery of humanity.

The Rockefeller Institute's laboratory in which the French doctor, Carrell, works, looks out on New York from a lofty height. One of our hosts saw in this another proof of Franco-American co-operation.

CHAPTER XXXIV

THE DEBT QUESTION

"We agree with you," certain readers will say, "that the people of the United States like France, but that has not prevented them from deserting her after the Treaty of Versailles. Those famous war stocks and debts must be paid."

Before passing judgment, let us examine the manner in which present conditions have been brought about in the United States and in France.

In order that the head of a Government may have his ideas carried out during his term in office, he always tries to surround himself with collaborators selected from as many political parties as possible. In this way he disarms opposition. This is true of all countries.

In the United States a newly-elected President selects the members of his cabinet, the ambassadors, and important governmental employees from the rank and file of the members of the party

with which he is affiliated. There are two parties over there: the Republican and Democratic. President Wilson selected only Democrats as his advisers. The Treaty of Versailles would have been a sufficiently important document to have both parties take the responsibility for it. President Wilson, however, did not wish to have the Republicans associated with him in *his* work. He made a great mistake, because the Republican Party was thus free to attack and criticize his decisions. Messrs. Borah and Company did not fail to do this both at Washington and through the press of the country. President Wilson was no longer the representative of the people, he represented merely the Democratic Party. How was it possible for the representatives of the French Government to ignore this state of affairs? This was the second error which was committed, but this time it was on the side of France.

The Republican campaign was so violent that the Senate refused to ratify the Treaty or consent to adhere to the League of Nations. At the next election, the Democratic Party was snowed under, and the Treaty and war debts were used as campaign material. The United States signed a separate peace treaty with Germany and the thousand and one difficulties of France began.

The situation was not very agreeable for the French Embassy in Washington. The broken

fragments had to be patched up. France had a very capable ambassador, Mr. Jusserand, whom everybody loved and respected. He had an American wife and had honorary degrees from nearly every important university.

As a new President is elected every four years and the Republican and Democratic Parties take turns at being in power, the French ambassador had come to know all the leaders of both parties. Having been in Washington for twenty-three years, he was considered there quite a permanent fixture. He had considerable influence with members of both political parties and was therefore in an excellent position to discuss the debt question with them. One of the first acts of the French Government formed on May 2nd, 1924, was to recall Ambassador Jusserand, as he was guilty of certain acts which the Radicals and Socialists considered as unpardonable. He had predicted M. Briand's failure at the Naval Conference in Washington, and he had called the attention of the chief of the French delegation to the fact that the name of France was being sullied by the misconduct of some of the most important members of the delegation, and he had advised M. Herriot to be prudent in his utterances, when, as mayor of Lyon, he had come to the United States for a series of lectures.

It is said that M. Jusserand learned of his dis-

missal through the newspapers. This is not altogether exact. He had returned from France where he had seen the Minister of Foreign Affairs and had explained matters to M. Edouard Herriot. He was returning to his post with the assurance that he was to continue his activities, among which were his successful efforts to bring the United States into the world war. Shortly after his arrival in Washington a code cable arrived at the French Embassy with the remark: "To be deciphered by the Ambassador himself." It was in the morning and Mr. Jusserand, code in hand, set about the task of deciphering the cable at once. He had finished the operation a little before lunch. The afternoon editions of the papers throughout the States spoke of the recall of M. Jusserand, transmitted from Paris by the Associated Press.

The people of the United States do not like such methods and they were particularly displeased because their friend, "J.J.J." (the diplomatic world called Jean Jules Jusserand by his initials) was the victim. M. Jusserand left amid stirring manifestations of sympathy topped by a banquet in his honor at which the entire cabinet and, what is quite unusual, representatives of both political parties assisted.

If the reception of M. Jusserand's successor, Ambassador Daeschner, was unjust, it was the in-

evitable consequence of the maladroitness of the cartelliste Government. Those who were to replace M. Jusserand, being new in Washington, had a sufficiently difficult task without this extra handicap.

Things went from bad to worse. M. Caillaux's mission left almost the same impression as that of M. Viviani and the French delegation to the Washington Conference and then, finally, M. Henry Bérenger, ambassador extraordinary. France added one mistake to another. M. Paul Claudel was confronted by a very difficult task. He went to work with a will and seems to be doing well.

During our stay in America, a very important statesman, who one day may be called upon to occupy the highest position in the country, said to one of us: "France, whom I love, has not always a Government which does her honor. This is disadvantageous for you and sad for us." Those acquainted with matters in the United States—and French governmental officials are among them—will understand the full meaning of these words.

The only question causing ill-feeling between France and the United States is that of the debts. It must be settled. But how?

CHAPTER XXXV

THE TWO PEOPLES

M. André Siegfried says in his book, "America Comes of Age": "The sentiments of Americans towards France vary greatly, at certain moments no country is more passionately loved, and at others no country is more severely judged. They pass from one extreme to the other, from illusions to deceptions, and from deceptions to illusions. The relations between the two countries is like a love affair in which a certain feeling of antipathy, which has never been completely eliminated, sometimes gains the upper hand."

For many Americans this affection is instinctive. They feel like exiles in America, and are at home in France. Mr. Siegfried writes: "These uprooted Americans are as French as we are and would be exiles if they were forced to live at home. Yet they are different from the average American." Although the average American admires

the genius of the French people, the immensity of the Ocean and the difference in language separate the two countries. There is a great willingness on both sides to try to understand each other and the dissensions are usually due to prejudices in both countries.

The French people have a false idea of the American. The word American evokes the image of Uncle Sam followed by visions of cowboys riding wild horses and shooting up the town, of phlegmatic and bluffing businessmen and cinema stars.

When M. Loewenstein, the banker, visited the United States, he took with him his airplanes, his automobiles, secretaries and stenographers, and he no doubt thought that he looked very American. He failed, however, to make an impression on Wall Street. The important bankers of New York have simple manners and dislike people who create an impression of bluff. We are constantly committing the same kind of errors as did the unfortunate Belgian banker just a little before he met his death.

I was fortunate in being invited to lunch by Mr. Farrell, President of the United States Steel Corporation, at his home in Rock Ledge. Mr. Farrell had with him his sons, his sons-in-law, Mr. Philbert, secretary of the Steel Corporation, and their families. These businessmen, no

more than all the other men of their kind whom I have met, had not that American air which many Europeans try to give to themselves. They resembled in no way the so-called American businessmen of the motion-pictures.

The two peoples do not know each other well enough. The Frenchman knows little about the American because he seldom visits the United States. You might say: "But a great many Americans come to France. The American knows the Frenchman" This is an error. It is true that many Americans visit France, but they see only the cosmopolitan life of the big cities and their own countrymen. As a young American told me, "I should like to know the real France and the real French people. It should be very interesting."

"Have you ever been in France?" the French ask their American friends.

"I go there every year. On the beaches, at the watering-places I see mostly people from my country. I stop at the Ritz Hotel in Paris and meet there my friends from New York. In the bar-rooms, in the smart restaurants, and in the music-halls I find Americans. On the Montmartre, I find all nationalities. Where can you meet French people?"

"The Frenchman stays at home."

"I didn't know that. Then the French woman

is not as she is pictured in your novels? And are Frenchmen really serious?"

"Women are more respected in France than perhaps in any other country. You must not judge the French woman by the ladies of the street any more than by the scabrous novels. And the Frenchman is much better than his reputation."

M. Siegfried is right in saying that "many Americans, some of our very best friends, consider us immoral. When in 1917 the American soldiers left for France, their families were worried about their contact with the French. The mothers are still angry with us for having taught their sons to drink and to visit women. The realistic French spirit, whose essential quality is plain speaking, appears to many as an undesirable and shocking manifestation of cynicism. 'Cynical Frenchmen,' is an often recurring expression. In the United States and in England realism exists, but it is not in good taste to take notice of it."

The people of the United States like to appear virtuous. On the surface everything seems to be as it should be. I shall not judge, merely state that it is widely known that in this country the male is quite brutal and unrefined when he is out of bounds. I shall tell you of a single incident:

All over the boat which carried us from Detroit to Buffalo notices were posted that after 10:30 P.M. no passengers were allowed to promenade

on the decks. About 11:30, Léon Rénier and I went out to see why these notices were necessary and we were very quickly informed.

The mayor of a large city on the lakes told me: "I have just returned from Europe. What a lovely country France is! And how wonderful is Paris! Unfortunately, my wife would not let me go alone in France." I asked him only one question: "Can you tell me why so many automobiles have their lights out and curtains drawn on the outskirts of large American cities?" I was greatly amused at his embarrassment. He has probably never missed an opportunity to accuse the French people of being immoral, like many of his countrymen.

We can destroy this opinion by making our country better known and better understood. It is not an easy task, but it is a worth-while one. The people of the United States like us instinctively, and if we will go to the trouble, they can be made to like us a great deal more.

CHAPTER XXXVI

FRIENDS OF FRANCE

The majority of the people of the United States do not know us as we really are. For many of them France means pleasure, amusement, debauch. We are not surprised at this. Was it not the custom in the provinces of France only a very few years ago to say to friends going to Paris on business: "Have a good time in Paris." Many Frenchmen visiting foreign countries speak of Montmartre as if it were the most important place in the world! The reality, however, especially since the world war, differs greatly from these ideas.

Mr. Alfred P. Sloan, President of the General Motors Corporation, who had just paid a visit to France said to me: "What impressed me most in France was your seriousness, the grave expressions of your men. Do the people of France no longer know how to laugh?"

"The world war destroyed our happiness. We lost 1,500,000 men, their memory is still with us."

"Yes, I can understand, but it is not very amusing, you appear older than we are."

Americans as a rule laugh heartily, with no thought of what other people might think of them. In comparison with him, the Frenchman does not appear very gay.

Mr. Sloan's remark will surprise the majority of his fellow citizens, but will not astonish the large number of friends of France among the élite of the Eastern States and of the large cities of the West and South. "In these places," Mr. André Siegfried writes, "France has many friends. In no other country are feelings of admiration and affection for France expressed so sincerely, with so much devotion and enthusiasm. This disinterested friendship, spontaneously manifested by these cultivated minds with no thought of receiving something in return is very touching. Unfortunately it is not prevalent among the masses, it is individual, whereas the feeling of antagonism is collective." France is fortunate in having her best friends among the American élite. These very valuable friends are in the large universities, in the professions, in business. It is the American aristocracy.

The women of the élite are the most ardent friends of France, because to be so is artistic and

elegant. Their most important organizations are the Fédération de l'Alliance Française, whose president is Frank D. Pavey; the American Society of the French Legion of Honor, with George W. Wickersham as president, and the France-America Society, with William D. Guthrie as its president. These societies give lectures, publish articles by professors on the timely topics of the day, such as the debt question. The articles on this subject by Nicholas Murray Butler, President of Columbia University, and Doctor John G. Hibben, President of Princeton University, have been given wide publicity. They organize public celebrations, such as the one held on February 6, 1928, to commemorate the one hundred and fiftieth anniversary of the signing at Paris of a treaty of friendship, commerce, and alliance between France and the United States.

We had the opportunity of meeting a great many leaders and active members of these organizations. Their zeal is admirable. Our government can never sufficiently express the gratitude of the French people for the wonderful work our American friends are performing on every occasion on behalf of France.

CHAPTER XXXVII

PROPAGANDA

At the French embassy and in the French consulates France is served with a zeal and devotion worthy of praise.

The French Chamber of Commerce in New York, presided over by Mr. de Malglaive, general-manager of the "Compagnie Générale Transatlantique," who succeeded Pierre Cartier as head of this body, carries on a very intelligent and active campaign for France in American circles. The official publication of the Chamber endeavors to guide the important French manufacturers and every body else who want to transact business in America. When mentioning the admirable work done by the French Chamber of Commerce in New York, we must not forget the other French Chambers of Commerce in the other American cities. They, too, are obtaining very happy results for the "mother-country." In the United States, more

than in any other country, it is indispensable to keep pounding away at public opinion, and for this reason it is necessary for us to carry on an uninterrupted campaign.

In America we tried to be worthy of so much affection. During a reception by the National Press Club in Washington, which is the most important organization of its kind in the United States, we presented the club with a large vase de Sèvres in token of our appreciation. Mr. Kellogg, then Secretary of State, and M. Paul Claudel, the French Ambassador, were present at the reception. The weather was extremely hot and the three hundred newspapermen present wore neither coats nor vests. The employees of the club had linen coats on, no doubt because of the rules. I believe that Ambassador Claudel, Knecht, and I were the only ones who wore vests.

Before leaving Washington we went to the tomb of the unknown soldier in Arlington Cemetery. We laid our wreath alongside of the many bronze palm-branches offered by France and bearing the inscriptions of Normandy, Havre and Seine-Inférieure. We then went to the Capitol and placed wreaths at the foot of the statues of Père Marquette and Cavelier de la Salle. We gave Benjamin Franklin's Poor Richard Club of Philadelphia a large vase, which was placed in the salon of honor. The portrait of Benjamin Franklin, with

the dedication of his last descendant, was offered to us. "Franklin was a typical American," one of my neighbors whispered to me. "He spent more time in Europe than at home." On the tomb of that great friend of French artists and authors, Rodman Wanamaker, to whom so many painters, social workers and charitable institutions owe an eternal debt of gratitude, we placed an urn filled with soil taken from the three French provinces which he so dearly loved and so whole-heartedly served during his entire life.

We presented the third blue vase of Sèvres, given to us by the President of France, to the Advertising Club of New York.

We visited the Lotus Club, whose members are authors and newspapermen, the Green Room Club, composed of actors and theatrical men, the Union League Club of New York, made up of professional men and important businessmen, and the offices of the heads of various newspapers. Everywhere we told our audiences that the defunct "Moulin Rouge" in no way represented the real France. We said: "France is a place of work and not of amusement." We invited our listeners to visit the factories in the liberated regions, and to see our farmers at work, so that they may visualize the effort France is making to place the country on a sound financial basis. We explained the sacrifices the stabilization imposed on the

French people of small means. Wherever we went we proclaimed France's desire for peace, and refuted the charge of imperialism We invited our friends to visit the colonial exposition to be held in France at Vincennes in 1931.

Knecht had been charged with transmitting to prominent Americans, in return for services rendered to France, certificates of membership in the Legion of Honor, the academic order, and medals of social work.

The culminating point in our program was the transmission by Ambassador Claudel of the order of the grand officer of the Legion of Honor to Mr. William D. Guthrie, President of the New York Bar Association, and of the France-American Society. This ceremony took place at Mr. Guthrie's home in presence of Mrs. Henry P. Davison, President of the American Red Cross Society; Mr. Mackay, President of the Commercial Cable Company, and Mr. Pavey, commander of the Legion of Honor.

Our visit to the statue of Jeanne d'Arc in New York was the occasion for a large-scale manifestation, in which members of the American war veterans, carrying their colors, took part.

The "Ile de France" was to leave at one minute after midnight. At eleven o'clock Mr. Knecht transmitted the certificate of the Legion of Honor to a member of the Knights of Columbus, while

I, at the same hour, offered in the presence of several members of the French Colony, the badge of the City of Rouen to Mr. Albert Keller, manager of the Ritz Hotel.

CHAPTER XXXVIII

DEPARTURE

The decks, drawing-rooms and main staircase of the "Ile de France" were filled with a noisy crowd of people. The passengers came in full-dress, tuxedo, or in ordinary street-clothes. An orchestra played marches and dance-music. The decks were lined with people who had come to bid farewell to their friends. Here and there, wherever there was a little open space, couples made an attempt to dance.

Captain Blancart, accompanied by lieutenant Demougeot, the charming purser, Mr. Henry Villar, and the congenial Doctor Bohec greeted us very cordially.

We took possession of our cabins on an upper deck of the boat. A bell was the signal for the friends of the passengers to leave the steamer at once.

We returned to the main deck, and took leave

of our friends who had come to see us off. A reporter, quite out of breath, rushed towards me: "Mr. Lafond, the newspapers of the United States have stated that you are the publisher of the oldest daily paper in France. My chief would like to know whether is this really so?

"Look up the date on which the 'London Times' was founded. In any case, there is a Chinese newspaper which, I believe, holds the record."

"I am so sorry. I should have liked to state that 'Le Journal de Rouen' is the oldest paper in the world."

The reporter walked away. He was disappointed.

The decks were slowly emptied, the siren shrieked, only the passengers and employees of the steamer remained aboard. The bridges were removed, the boat was off.

Vilgrain, Rénier and I climbed up to the sun-deck. The steamer had already reached the middle of the Hudson River. Manhattan Island, with its huge buildings illuminated by thousands of lights, again filled us with wonder. The night was clear and the spectacle was magnificent. Silently we stood, watching the fairy-like scene which gradually grew dimmer and dimmer.

We passed Brooklyn and the lights grew still fainter, New York was soon a huge blaze in the distance.

A wonderful country, full of wonderful and interesting people.

"I do not know whether you feel as I do," I told Rénier," but some day I should like to return in order to know and understand the people and the country more fully."

Knecht joined us. He watched with us the coastline fading away in the distance. "I love the United States more and more each time that I visit it," he said. "What a pleasure it must be to live in a country where no social questions exist! How pleasant it must be to live among people who know how to co-operate. It is this fact which attracts so many people to America. It is a happy country! And the hospitality of the people always makes you desirous of returning."

It was growing late, we had had a strenuous day. Since early morning we had been busy every minute, making visits and attending celebrations. We were exceedingly tired. We should have liked to remain awake longer, but decided that we needed a rest, and so, regretfully, went to our cabins.

We found our cabins full of baskets of flowers and little "bon voyage" baskets of fruit, sent by the clubs we visited. On our tables we found boxes of cigars and cigarettes, presents from our charming friends.

Standing on my bed I looked through the win-

dow to have a last view of the lights on the coast. I was still able to see the coastline of America. People were walking along the deck. They were Americans, speaking loudly and laughing wholeheartedly. They called to one another:

"John! Are we out of American waters yet?"

"We'll be outside very soon."

"Have some patience, Jack!"

These remarks were followed by loud laughter.

"Oh, Jim! why don't you go to bed?"

"Not yet."

"What are you waiting for?"

"The same as you, the opening of the bar."

CHAPTER XXXIX

ABOARD SHIP

The weather was magnificent. At an early hour in the morning, the majority of the passengers of the "Ile de France" were out on the promenade-deck. It gave us great pleasure to discover several passengers who had crossed with us from France.

Mr. Georges Baehr, the manager of an automobile company, came towards us: "Are you satisfied with your trip?" I asked him.

"Very much indeed."

"What do you think of the automobile situation over there?"

"Wonderful! Their system of regulating traffic is perfect. Do you know that there are more automobiles in the State of New York than in France? Their concrete roads are stunning. Have you seen the highway connecting New York with Montreal?"

"Yes, I covered more than thirty kilometres of it."

"It is nearly seven hundred kilometres long, re-enforced concrete from one end to the other, and four automobiles abreast can drive on it easily."

"You are in the automobile business, and you ought to know why automobiles manufactured in America are much cheaper than French makes?"

"A great deal of this is due to the fact that automobiles are manufactured in the United States in large quantities, and also because France taxes them on their horse-power. The French automobile manufacturers, wishing to build cars under the ten horse-power limit, install rapidly revolving motors, which are very expensive. Because of the heavy vibrations of these swift-moving motors, certain costly re-enforcements must be built into the automobile. The American manufacturer is not hampered by such taxes. He may construct powerful motors which turn slowly and are inexpensive. What is the result? In spite of the forty per cent duty, ten per cent transportation and insurance charge, American automobiles can compete favorably with French cars."

* * *

"Are you going directly to Rouen?" Mr. J. B. Mahoney asked of me. "I think that the valley of the Seine River is the most beautiful valley in the world. Rouen is an ideal port."

"Ideal port?" interposed a young attaché of the French Embassy in Washington.

"Don't you know that Rouen is a very important port? What a pity," continued the American, "that the project of deepening the port has not been carried out."

"Are you acquainted with the difficulties which must be overcome in order to make the port of Rouen accessible to sea-going vessels?"

"No, I have simply noticed that you have not succeeded in making this improvement, and I cannot understand how the French Government can refuse to this city, which, with its exceptional geographical position should be the most important sea-port in France, the money for the work. This state of affairs has caused an unfavorable impression in the United States."

"The mayor of Buffalo told me the same thing a few days ago. You Americans understand the matter better and are more interested in it than many Frenchmen."

* * *

M. Georges Ricou, managing director of "l'Opéra Comique," who had come with us to New York and had later gone to San Francisco and Los Angeles, spoke to us of art and music in the United States:

"The members of the orchestras in the theatres are talented and well disciplined. Jazz music has

made a great deal of progress, it is not so noisy, the instruments blend well together, and the music is full of rhythm. The trumpet and the saxophone create wonderful effects. What the Americans strive after in music is a harmonious whole. For example, do you know that Wanamaker, in order that the instruments of the Philadelphia Symphony Orchestra should harmonize as perfectly as possible, has purchased a complete collection of violins, and violoncellos signed by the most famous Italian makers of musical instruments of the eighteenth century? These instruments are loaned to the musicians for every performance.

"Have you heard the negro singers? There are several negro bass singers in 'Show Boat' with marvelous voices. The rhythm of negro music has resulted in some curious compositions, which are influencing the music of the world more and more."

"What do you think of the museums of America?"

"I only visited the Metropolitan Art Museum, and the Museum of Natural History in New York. In both French style and German methods are followed. In the Museum of Natural History the manner of presentation is perfect. The section of early Mexican and Indian civilizations is remarkable. In the Metropolitan Museum there is a

magnificent Egyptian collection. The collections in these museums are on a large scale. Whenever it has been impossible to obtain the original objects they have been replaced by excellent imitations, photographs and dioramas.

"The directors of these museums are not hampered by governmental interference like those of France, and objects are not forced upon them by the government. The director of the Art Museum has not a very large collection of paintings, but what he has is of the best quality. It is not without emotion that I looked upon the painting, 'The Portal of the Cathedral of Rouen at Sunrise,' by Claude Monet. The best paintings, however, are in private collections. I saw a few unsurpassed portraits of members of the English school in the home of Mr. Willis at Oyster Bay.

"In regard to architectural art in the United States, the remark made by an American is worth while repeating: 'Don't our buildings and monuments make you think of the early days of Rome? We are like the ancient Romans: before Rome had a style of art of its own, she called in the architects of Greece; we, Americans, having taken the best out of European and particularly French art, have today a style of our own.' "

CHAPTER XL

AMERICAN THEORIES

Seated on our deck-chairs, we were enjoying the light breeze which had brought us a little relief from the sun. We were in a group of people and someone asked: "How did you spend the 14th of July?"

"I was at Buffalo on the 13th of July," I replied. "Our consular agent there, Mr. Speyser, was busy making preparations for the next day. He wanted Rénier and me to be his guests on the 14th, so that we might, as he put it, be in familiar French atmosphere."

"On the 14th we were in New York. Several friends who belong to the French colony called for us at the hotel. They placed little French flags in our button-holes and took us to the reception of the Consul-General. Afterwards we were taken to lunch at the Ritz Tower, where one of our countrymen, Mr. H. Prince, had prepared a typical

French meal. Several Frenchmen were in the dining-room celebrating the national holiday. In the streets, Frenchmen wearing small French flags in their button-holes greeted one another with a cordial 'bonjour'."

Every one in the group told how he had passed the French national holiday in the United States. In the cities without a French colony American friends co-operated with the French visitors to celebrate the holiday.

In the group was a professor of one of the large universities situated in the north-eastern part of the United States. He said:

"You know how much I love France, and yet, I do not celebrate the 14th of July because for me and for a great many of my countrymen it marks the anniversary of a sad event."

"What do you mean?"

"We are not Royalists and our stage makes fun of kings. Yet, many Americans cannot forget that the 14th of July was the beginning of sad events, ending in the execution of a King, who had accomplished a great deal of good outside of his own country. The people of the United States have a deep feeling of gratitude for Louis XVI, who was so unappreciated in France. His memory is linked with that of La Fayette and Rochambeau."

"Have you read Mr. Siegfried's book?" the professor asked suddenly.

"Yes."

"I do not agree with him regarding Anglo-American and Franco-American relations. We do not like England and have a great deal of affection for France. England is not pleased with the strong feeling of friendship between France and the United States. She is playing the same game today as she played in the past. The French Revolution was the work of England. Just as Voltaire worked for Prussia, the writers of the eighteenth century were paid by London. Great Britain has always looked far ahead. The Revolution of 1789 was merely an act of vengeance on the part of England. Saint George's cavalry destroyed the monarchy in France because the King of France had aided the thirteen colonies during the war of independence. Pitt's speech will convince you of this.

"Do you understand now why there are so many Americans, who, although very friendly towards France, do not celebrate the 14th of July?"

* * *

One of our fellow-passengers told the following story which he had got from Mr. Martin Zédé, Governor of the Anticosti Island. Mr. Zédé, by the way, considers the dog man's worst enemy:

"Man was made to live in peace with all the

animals. It was the dog, that, by his constant provocations, had stirred up a feeling of animosity between man and most of the animals. Go down the list and see with what animals we are on friendly terms? With fowls, horses, cattle, that is about all. It is the fault of the dog that the other animals—and what a large number there is!—are unfriendly to us."

Governor Zédé tried out his theory upon his island at the mouth of the Saint Lawrence River. He had refused dogs admittance to his territory. The result was that the so-called wild animals did not run away at the approach of human beings, unless, of course, they were very hungry. All over the island wild game, deer, and even bears live in complete harmony with the inhabitants. Governor Zédé maintains that there are few dogs in America.

* * *

Princess X. accompanied by Y., wrestling champion of the world, and Z., professional boxer, passed in front of us. What an odd mixture they made!

"Does that surprise you?" an American friend asked me.

"Yes, a little."

"In the United States, outside of a small circle of the élite composed of very old and rich families, society and the clubs are open to anyone who has

sufficient money to keep up the necessary standard of living. A man enters these circles without much difficulty, but very often he leaves them quite suddenly. A man's station in the United States depends on the money he makes or loses. We do not bother about a man's family tree, it is useless and too complicated."

One of the passengers told us of his experiences in Hollywood:

"I was taking dinner with friends at a hotel when suddenly the orchestra stopped playing, the lights went out, and powerful projectors concentrated their light on the door leading to the kitchen. The orchestra struck up a march, the door swung open, and the waiters in costumes entered, pushing a small cart with a huge cake. They stopped in front of a table. Everyone stood up and applauded. It was Mr. X. who celebrated his wife's birthday. A few minutes later the same thing happened at another table and similar incidents occurred until midnight. It was just another way of spending money. Frenchmen are egoists and do not like to be interrupted while eating. Those Frenchmen who were in the dining-room were not pleased by these manifestations. The Americans, on the other hand, applauded. This explains the difference in the temperament of the two peoples. Can you imagine such a thing in France?"

We were asked what we considered the most emotional moment of our trip in America. We ransacked our brains for an adequate reply.

"Do you remember that luncheon," Léon Rénier said, "when my neighbor, a very dignified American, the managing director of a large bank, stood up to say a few words after we had finished eating? Suddenly, overcome by the emotion which had been growing more and more intense as he plunged into his speech, his eyes became filled with tears, his voice stuck in his throat and he was obliged to stop. After a moment, all he could say was: 'My name is Sisson, my ancestors had come from Soissons, my son was killed at the Chemin des Dames. He is sleeping now in your country, our country, France'."

CHAPTER XLI

HOME

As the steamer drew nearer to Europe, the life on board became more gay. The passengers descending the monumental staircase to the dining room were a very pleasant spectacle.

The culminating point was the traditional charity ball the night before our arrival in France, the proceeds of which were devoted to the families of seamen. The high prices at the auction-sale were another proof of American generosity.

M. Paul Claudel, French Ambassador to the United States, travelled with us. He was returning to France after the successful conclusion of the negotiations of the treaty to outlaw war. Mr. Kellogg followed him to France two weeks later. Our conversation with M. Claudel, a literary man, was delightful. The author of "l'Annonce faite à Marie" comes from the Vogeses; as most of the inhabitants of that section, he is solid and impres-

sive. He prefers Alsatian cooking and his tastes and ideas run to things solid and well-founded. At times, he raises his voices to emphasize his words, which soar to the highest peaks of thought.

Seated alone with Ambassador Claudel, I asked him about his past experiences. The incidents of which he told me were at times amusing and at times quite tragic.

M. Claudel was French Ambassador to Japan during the last earthquake, which was accompanied by a typhoon and large conflagrations in several large cities. He has made his diplomatic career in the Far-East and in the United States.

"What a strong contrast there is between Eastern Asia and the United States!" I suggested. "You have had the opportunity of making some very interesting comparisons, monsieur l'Ambassadeur."

"You cannot imagine how different conditions are in these two countries! It is impossible to describe the misery in China. An immense number of Chinamen live on a handful of rice a week!"

"A week?"

"Yes. There is a great difference between their standard of life and that of the people of America. It can be said without exaggeration that the food that the people of the United States throw away would be sufficient to feed the entire population of

any country on the two old continents, particularly in Asia.

"And yet, which of the two nations is more happy? It is not in America that you will see starving human beings playing on instruments they built themselves songs dedicated to the glory of nature nor will you see men and women clad in rags, sitting for hours on the banks of a river or the sea, watching the changing colors of waters.

"And you, Mr. Lafond, are you satisfied with your trip?"

"Quite. I regret only that I was not able to see more than a very small part of America, a few Eastern States. I visited only the busy centers of the country. I should like to have seen the central and western parts also, where people, no doubt, live more quietly, and where one can get to know them as they really are. Perhaps some day I shall be able to return and continue on to the Pacific coast."

"What is your impression of the country?"

"I admire both the country and its hard-working people."

What does the future hold in store for the United States? Two problems have to be solved: the instability of family life and the question of over-production. There is great danger of a social and an economic crisis which would be terrible in

their consequences. And yet, is not the willingness displayed by everyone over there to put his shoulder to the wheel, a safe guarantee for the future of the United States?

When I left America I had the impression that the people were waiting for something to happen. What? It is difficult to say. Will it ever materialize? Will the impulse come from the outside? Why should it not be brought about through a Franco-American co-operation? Who knows?

* * *

For several minutes now, sea-gulls have been escorting the "Ile-de-France," showing that we have entered the English Channel. With our elbows resting upon the railing, we scrutinize the Eastern horizon. Tomorrow morning we shall be back in France.

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